

Sample Marketing Plan

A Marketing Plan is designed to launch a product effectively. Here, the product is you and your career. This document will help you focus your strategy by articulating several key elements outlined below. Once these elements have been clarified, you can more effectively put your strategy into action. Here is a sample:

Sample Marketing Plan

Targeted Position(s): Associate Brand Manager or Brand Manager

Brand Description: In my work I value financial gain, prestige, variety and affiliation. I am at my best in a creative business environment where I am a key contributor to a product development team. I bring my talents of understanding customer needs, communicating those needs to others, and translating those needs into products. I am known for being customer focused and innovative. In my next role, I would like to be thought of as a savvy business person who understands the bottom line and generates results. Ten years from now, I would like to be a senior executive (possibly VP or Partner in a consulting firm) with brand strategy responsibility for international, fashion-oriented consumer products.

Positioning Statement: I have a consumer marketing background, primarily in the cosmetics industry where I have been involved in all stages of the product lifecycle – from market research and product development through to product launch. Most recently, I was part of a team that successfully launched a new skin care line for Clinique. I want to use this experience in a brand management role for a large apparel, luxury goods or cosmetics company like Banana Republic, LVMH or Lancome.

Product = Key Competencies:

Skills

Qualitative/Quantitative Research
Written/Verbal Communication
Product Development

Knowledge

Cosmetics Industry
Prototype Creation and Testing
Product Lifecycle

Traits

Self Starter
Collaborative
Detail-oriented

Place = Target Market Characteristics:

Geographic area:

New York preferred — willing to relocate for the right opportunity

Industries:

Apparel, Luxury Goods, Cosmetics

Size of organization:

Fortune 1000; international in scope

Organizational structure:

Not too hierarchical, possibly matrix organization

Culture:

Team-based, collaborative, innovative

Target Companies:

Apparel

The GAP
Levi's
Banana Republic
Victoria's Secret

Luxury Goods

Tiffany
Sotheby's
Godiva
Hermes

Cosmetics

Elizabeth Arden
Estee Lauder
MAC
Lancome

Price = Compensation and Benefits: \$75-100K, 3 weeks vacation, training budget of \$2,000

Action Steps:

Join Brand Marketing Association
Call boss from Clinique and ask her for feedback on my resume and contacts
Go to luxury goods trade show in New York
Call roommate's brother who works for the GAP
Have coffee with David from MAC Cosmetics
Apply to campus postings with consumer goods companies
Ask for referrals to and meet 5 new people this month

Career Marketing Plan Template

Targeted Position			
Brand Description			
Positioning Statement			
Product = Key Competencies	Skills:	Knowledge:	Traits:
Place = Target Market Characteristics	Geographic area:		
	Industries:		
	Size of organization		
	Organizational structure:		
	Culture:		
Target Companies	Industries: Companies:	Industries: Companies:	Industries: Companies:
Price = Compensation & Benefits			
Action Steps			

Describing Your Brand

To begin planning, it's important to take a step back and look at the bigger picture of where you currently are in your career and where you want to go. Being clear about your brand, who you are, what others see in you, and what you want to be known for in the future can help guide your planning and decision making.

<p>Values <i>What are the values you live by?</i></p>	
<p>Talents & Interests <i>What are your greatest talents or abilities? What interests you the most?</i></p>	
<p>Known for <i>When colleagues think of you, what are you known for now?</i></p>	
<p>Possible Shifts <i>What do you want to be known for that you are not known for now?</i></p>	
<p>Future <i>Imagine that ten years from now a colleague is describing you to another colleague. What will s/he say?</i></p>	
<p>Brand Statement <i>Summarize your answers to the questions above in a brief brand statement.</i></p>	