
IDEABRIDGE



The IdeaBridge White Paper Series:
Marketing Plan Template



MARKETING PLAN TEMPLATE

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Summary

The Marketing Plan is one of a company's most important documents. Properly developed and executed, a Marketing Plan will outline when expenditures will be incurred, what level of sales will be achieved, and how and when advertising and promotional expenditures will be made.

Start the planning process by thinking about the following central business activities:

- Who are the target customers/buyers?
- How will each product be priced and uniquely positioned in the marketplace?
- What channels, sales vehicles and methods will be used to market the products?
- When will the marketing spending plans be implemented?

The typical structure of a marketing plan is presented below:

A. Situation Analysis

Macro Environment Situation

- Demographic trends (age, gender, family size, family life cycle, income, occupation, education, religion, race, nationality)
- Economic trends
- Technological trends
- Political Trends
- Social Trends
- Cultural Trends
- Material Supply Trends/Issues
- Expected impact of the Internet on your Business and Industry, both today and in the future

Market Situation

- Size of total market
- Growth trend of total market
- Key elements



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Competitive Situation

- SWOT Analysis Matrix (strengths/weaknesses/opportunities/threats)
- List and description of key competitors and their market positioning
- Size of key competitors in units and revenue
- Market share of key competitors
- Sales trends of key competitors
- Strengths and weaknesses of key competitors compared to your company's product or services
- Marketing strategies of key competitors and their probable impact on your company
- USP – The Unique Selling Proposition. What makes your offering compelling and unique in the market?
- Competitors' likely response to your Advertising/Promotion program and your planned counter-measures

Target Buyer or End User Situation

- Description of target buyers or end users in demographic, psychographic, and lifestyle terms.
- Target buyer/end user wants, needs, attitudes, and perceptions of category products and services.
- Where target buyers/end users are located and how you intend to reach them
- Which segments of the total market or category are growing or declining and why

Product Situation

- Sales per product
- Net profits of each company product line
- Product lifestyle trend (stable? increasing? declining?)
- Cost-of-goods history (3+ years)
- Marketing spending history (5+ years of advertising, promotion, PR spending)
- Distribution trends and developments
- Description of the sales organization



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Distribution Situation

- Size of each distribution channel
- Importance of each distribution channel to the company in terms of:
 - Percent of company sales
 - Growth potential
 - Competitive status

B. Goals and Objectives

Major Company Goals (Both short and long term goals)

Financial objectives (described in quantitative terms for at least 3 years)

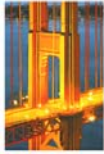
- Gross sales (increase)
- Cost-of-goods (decrease)
- Gross margin (increase)
- Net income (increase)
- Return on investment

Marketing Goals and Objectives (Quantitative translations of the company's financial objectives, expressed in marketing and sales results)

- Sales Revenue
- Unit sales
- Market share
- Distribution levels/channel

C. Marketing Strategy

- Provides marketing strategy statement
- Gives the key target buyer description
- Competitive market segments the company will compete in
- Unique positioning of the company and its products relative to its competition
- Price strategy as compared against those of its competitors (direct and indirect)



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- Marketing spending strategy (advertising, promotion, market research, focus groups, customer retention plans)

D. Marketing Activities Timetable

- A detailed schedule listing all marketing, advertising and promotional activities throughout the year.
- The timetable should summarize all activities by month, should list costs and should have a section to indicate response rate and return on investment.

E. Marketing Effectiveness Summary

- Using the Marketing Activities Timetable, review the effectiveness of each activity through the year.
- Record the costs associated with each program and contrast costs to total inquiries, new prospects and new customers.
- Analyze effectiveness of each activity.