



Outline for Marketing Plan

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Description: This is an outline of the key elements that should be in most business plans. You should use this as a guide and add or subtract elements depending on your situation and the requirements of your intended audience. Items in **bold** are the key points of the outline, items in *italics* are notes explaining how to use the section.

I. Executive Summary

A concise 1-2 page summary of the entire Marketing Plan. Write this part last after you have completed the rest of the plan.

II. Company Description

*Recent history and company successes
Include a list of clients if applicable*

III. Strategic Focus and Plan

Mission-integral to company's success. *A blueprint.*

Vision- a picture of the company based on the mission. Forward looking.

Goals- *Tangible goals to be accomplished. Include the following:*

Desired Results

Guidelines

Resources

Accountability

Consequences(both good or bad for success or failure)

Core Competencies/Distinctive Competencies/Competitive Advantage- taken from the SWOT analysis

IV. Situation Analysis

SWOT-*Strengths, weaknesses, opportunities and threats*

Industry Analysis/Trends-*What is happening in this market.*

Include the following:

What are the sales figures like?

What is the market comprised of

Who are current customers?

**Use the analysis to instill confidence in the reader that you are familiar with the market*

Competitors-*Who is the competition and what are they doing?*

-What strategies are they using?

**Show knowledge of the industry but try not to focus too much on the competition or you can turn this into an advertisement for them*

Company Analysis-*Describe the strengths of the company, experience in the market and or key assets or personnel*

Customer Analysis-*Describe the ideal customer*

Customer Characteristics *What characteristics does the ideal customer have?*

Demographics

* *Identify the need of the customer and explaining how to Meet the need BETTER than the competition using distinctive competencies*

V. Market-Product Focus

Marketing and Product Objectives-*Explain what specific goals will be achieved with the product*

Current market goals

Possible new markets in the future

Possible new products in the future

Target Markets-*Describe the Ideal market (much like the Ideal customer)*

Points of Difference-*What sets the company apart from competitors. Refer to the SWOT. Use distinctives!*

Positioning-*How you intend to be perceived (positioned) in the mind of the customer. The tag line should define your position.*

VI. Marketing Program Strategy and Tactics

(Marketing Mix Elements)

Product Strategy-*What is unique about the product, packaging, quality, guarantees*

Price Strategy-*What method was used to determine the price? Preferably market research was done to determine the price*

Place Strategy- *Distribution for the present and future*

Promotion Strategy- *Describe how you will or will not use the Various Integrated Marketing Communications (IMC) tools:*

Advertising

Personal Selling

Public Relations

Sales Promotion

Direct Marketing

Internet Interactive

VII. R&D and Operations Programs

What ongoing research is being performed to improve the product?

How can this be used to lower costs?

How is this relative to the particular product or market?

VIII. Financial Projections

Past Sales Revenues

Five Year Projections

IX. Organizational Structure

Organizational Chart

List of key personnel and their role in the company

X. Implementation Plan

Rollout Schedule

Proposed project management and scheduling

XI. Evaluation and Control

What methods will be used for measuring and gaining feedback?

How will this information affect implementation?

What contingencies plans are in place?

How will feedback be used to make improvements?

Appendix A: Biographies of Key Personnel

Appendix B: Financial Data

Appendix C: Other Topics

Michael Daehn is the founder of marketingenious consulting and author of the book *The Seven Keys to Marketing Genius: The Complete Guide to Increasing Your Marketing IQ* available at www.sevenkeysmarketing.com and www.borders.com. Visit his website at www.marketingenious.com.