

Complete these pre-formatted Microsoft Word templates based on the contents of *MARKETING PLAN BUILDER* eBook with sample marketing plan, to meet the specific needs of your business.

**How to Use *Marketing Plan Builder***

Three steps to writing a marketing plan specific to your business

1. Familiarize yourself with the contents of Marketing Plan Builder *eBook.*
2. Examine the sample marketing plan supplied.
3. Build your plan step-by-step in this pre-formatted Microsoft Word document. Refer to the

eBook and sample marketing plan as reference points at each part of the plan’s development.

**Step 1 – Read the eBook**

This document explains the components of a marketing plan and outlines practical marketing principles. It provides helpful tips and suggestions for completing a plan to suit your business. The eBook includes a series of completed templates which lead to the sample marketing plan.

Because no two businesses are the same the eBook includes a reference key at each step of the plan (see sample below). The keys indicate the suitability of the step for your plan depending on whether your business markets **products** from **business to consumer** (B2C) or **business to business** (B2B) or whether your business markets **services** from business to consumer or business to business.

The reference key also indicates the applicability of each step according to the extent of development to which you would like to take the plan ranging from ‘Basic’ to “Intermediate’ to “Advanced’. So that the task is less daunting, we recommend that your plan is developed in ‘bite sized chunks’. Complete the basic stage only initially then go on to the more advanced stages as your knowledge base of the planning process grows and as your understanding of the market in which you are competing increases.

*Reference key example:*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

**Step 2 – Examine the sample marketing plan**

Keep the sample marketing plan handy for reference as you set about process of building a plan specific to your business in Step 3.

**Step 3 – Build your plan step by step in this ready-to-use Microsoft Word Marketing Plan Builder document**

To complete this document you will need to have a working knowledge of Microsoft Word and Microsoft Excel.

When you are conversant with the eBook and sample plan you will be ready to document your plan in the pre-formatted Microsoft Word document. At each step along the way there are pointers, (in blue text) to remind you of the content applicable to that step. Some sections include Microsoft Excel tables for completion as appropriate. All sections have templates for each step which provide a simple structure and avoid the need to laboriously write reams of text.

When you have completed this process, delete the pointers and reference keys text boxes, number the pages and format the document to your style preferences. Complete the index and your plan will be ready to implement to take your business to the next more profitable level.

Successful and profitable marketing!

## Cover Sheet

(Name of company)

## Marketing Plan for

## (Insert brand name and product)

(Insert Logo)

For the period

(Insert timeline)

Prepared by: (Name and position)

(Insert date)

|  |  |
| --- | --- |
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| --- | --- | --- | --- | --- | --- | --- |
| **[Business class](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528)** | [B2C Products ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) | [B2B Products ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) | | [B2C Services ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) | | [B2B Services ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) |
| **[Plan type](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528)** | [Basic ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) | | [Intermediate ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) | | [Advanced ✓](C:\\Users\\Garth\\Favorites\\Documents\\Docs\\Docs\\Word\\Word\\Word\\Marketing plan builder.docx" \l "_Hlk260234528) | |

The executive summary provides an overview of the thrust and direction of the plan. While it appears at the beginning of the plan it can only be completed when the remainder of the plan is in place. Come back to this step when the rest of the plan is finished and when you are satisfied that the plan is cohesive and consistent

**Executive Summary**

|  |  |
| --- | --- |
| Executive summary | |
| Subject | Information |
| When and why the business was established. |  |
| Geographical markets it was set up to cover. |  |
| A description of the products (or services) we offer |  |
| Trade customers profile |  |
| End user customers profile |  |
| A summary of our progress in the market to date |  |
| The dynamics that have arisen that need to be addressed |  |
| The main factors that will lead to forecast sales and profits |  |
| The impact the plan will have on revenue and profit. |  |

Part 1

Market & Sales Review

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This step reviews the turnover and the gross and net profit (if available) of your individual products or services over the last two or three years. If gross and/or net profit figures are not available at the product or service level, turnover data alone will shed some light as to ‘where the business is at’. As we are examining sales history in this analysis, naturally this section applies to established business only as opposed to ‘start-up’ enterprises. To complete the Microsoft Excel table below – double click the template. Click outside the template when completed

Double click inside table to open Excel worksheet. Click outside to close. Add or delete rows or columns as required.

**PART 1: SALES & MARKET REVIEW**

# ****Sales Analysis****

****

**KEY POINTS:**

This step gives you the opportunity to classify your products into one of four classifications and to draw some further conclusions about future prospects and options. Place your products or services in one of the four grids of the matrix according to the preceding three year sales analysis.

|  |
| --- |
| **Product or service classifications** |

Boston Consulting Group Matrix[[1]](#footnote-1)

### Question Marks

Rising Stars





Low

High

Market growth rate

High

Stars are products that are rapidly gathering sales and profit momentum. Bright future - but require high investment.

Question marks have the potential to become stars, cows or dogs and must be analyzed carefully in order to determine whether they are worth the investment required to grow market share.

### Dogs

### 

****

****

Dogs make a negative contribution to profit and should be deleted from the product range unless they fill some strong strategic purpose such as keeping you involved with customers who would otherwise not deal with you.

Cash cows are low maintenance established products that should be ‘milked’ to provide cash flow and profit for investment in other areas such as new product development

Low

Relative Market Share

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Business size** | Small ✓ | | Medium ✓ | | Large ✓ | |

This step is an aid to crystallizing your products’ ‘reason for being’ It reviews the status of the products or services you market now. It states their benefits, how they compare with competitors, their current or potential profit contribution rating and their product or service classification.

# 1.2 Products or Services Review

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Existing Products or Services Review | | | | |
| Product or Service | Benefits | Comparison with competitors | Profit contributor  Rating  (1 – 10) | Product or service classification  (Refer preceding matrix) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Key Points: | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate✓ | | Advanced ✓ | |

# All markets can be divided into smaller groups or “market segments”.

# If you do this with the market in which you are competing it will help you to develop your plans and to competitively position your products or services.

Market segmentation is a method of organizing and categorizing those people or organizations that you think will buy your products. You are breaking the market down into smaller and smaller units to make your planning simpler and more effective.

# 1.3 Market Segmentation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Market segmentation and opportunity rating | | | | |
| **Existing & Potential market segments** | Rate the extent to which the segment is already being serviced by competitors  Scale 1 -10 | Rate your current or potential ability to service this segment  Scale 1-10 | Estimated growth rate  Scale 1-10 | Rate your level of priority  Scale 1-10 |
|  |  |  |  |  |
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|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Conclusion: | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

All markets can be further broken down into product segments. A product segment is a sub-sector of a larger product category. In order to sharpen your focus you should have at least a broad understanding of what the main product sectors are in the overall market in which you are competing.

**1.4.1 Product or service segmentation by size and trend**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Market breakdown by product segmentation** | | | | |
| **Product segment** | Product segment volume\*  (In tons, litres, units or other recognized industry measure) | Product segment value\*  $s | Estimated product share of market by value %\* | Life cycle stage  Growth, maturity or decline |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |
| 6. |  |  |  |  |
| Total market |  |  |  |  |
| **Key Points:** | | | | |

\*NOTE: In the case of small or micro businesses there is no point in estimating the market volume and value of product segments as the national share the business is competing for is not meaningful. It would be helpful however to estimate a break up the market by product segment and to have an understanding of which segments are growing and which are declining.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

You can refine the market breakdown by product segment further by drilling down to the main channels of distribution with an estimate of importance (by volume or value) for each product segment in the sector. Rough estimates are better than nothing as you can update them as your knowledge of the market becomes clearer.

**1.4.2 Product segmentation by channels of distribution.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Product segments by channels of distribution | | | | | | | |
| Market segment: | Channels of distribution % | | | | | | |
| Product segment | Channel 1  e.g. Direct from factory | Channel 2  e.g. Retailers category 1 | | Channel 4  e.g. Retailers category 2 | Channel 5  e.g. Retailers category 3 | Channel 6  Wholesalers | Channel 7  e-Commerce |
|  |  |  | |  |  |  |  |
|  |  |  | |  |  |  |  |
|  |  |  | |  |  |  |  |
|  |  |  | |  |  |  |  |
|  |  |  | |  |  |  |  |
|  |  | |  |  |  |  |  |
| Key Points: | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

This step identifies your three or four closest competitors and compares them with your business in a set of different criteria. Competitor analysis gives you a focus to learn from your competitors by identifying improvement opportunities to implement in your business.

# 1.5 Competitor analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Competitor analysis | | | | | |
| Criteria | Our company | Competitor 1  Name: | Competitor 2  Name: | Competitor 3  Name: | Competitor 4  Name: |
| **Estimated market share** |  |  |  |  |  |
| **Estimated annual sales** |  |  |  |  |  |
| **Reputation in market** |  |  |  |  |  |
| **Price** |  |  |  |  |  |
| **Product quality** |  |  |  |  |  |
| **Product range** |  |  |  |  |  |
| **Service** |  |  |  |  |  |
| **Location** |  |  |  |  |  |
| **Distribution** |  |  |  |  |  |
| **Advertising** |  |  |  |  |  |
| **Innovation** |  |  |  |  |  |
| **Current market segment focus** |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

After you have gathered all of the market data at your disposal from existing sources (market research), you may need to validate your theories, impressions and conclusions. This calls for marketing research that involves the collection of data that is not readily available and is specially commissioned (and paid for) by you to fill gaps in your knowledge base.

**1.6. Marketing Research**

|  |  |
| --- | --- |
| Product concept marketing research checklist | |
| Product concept |  |
| Market segment |  |
| Research objective |  |
|  | **What we need to know** |
| Existing behavior |  |
| Satisfaction with existing products |  |
| Product needs |  |
| Where do they purchase? |  |
| How frequently do they purchase? |  |
| What would influence brand or products switching? |  |
| How much are they prepared to pay? |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This is an analysis of your internal strengths and weaknesses and the external opportunities and threats and how they impact on each other. Think through this analysis carefully as it can provide a solid basis for the strategies you develop later in the plan.

**PART 2: SITUATION ANALYSIS**

**2.1 SWOT Analysis**

**SWOT analysis**

WEAKNESSES (internal)

LEVERAGE POINTS

STRENGTHS (internal)

OUR SINGLE MOST SUSTAINABLE COMPETITIVE ADVANTAGE

THREATS (external)

OPPORTUNITIES (external)

BUSINESS IMPLICATIONS

SUSTAINABLE COMPETITIVE ADVANTAGES

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

A mission statement says what your company “stands for” and gives you a vision to work towards. It does not limit your scope but makes day to day strategic decisions easier to make within a specific context. A mission statement says what your company represents in the marketplace and the broader community without being overly patronizing.

2.2 Mission Statement

|  |  |
| --- | --- |
| Mission statement components | |
| Business we are in |  |
| The products we produce |  |
| The customers we serve |  |
| The area we serve |  |
| The benefits to customers |  |
| The benefits to the community |  |
| The benefits to our employees |  |
| The benefits to us |  |

**(Name of Company)**

**OUR MISSION STATEMENT**

Our corporate mission is to:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

If your products or services are aimed at individual consumers (B2C), be as specific as you can about defining your consumer (or end user) target market/s by geographic profile, demographics, psychographics, and behavioral characteristics. You cannot know too much about your customers and prospects

**2.3.** **Target Markets (Consumer)**

|  |  |
| --- | --- |
| **Consumer target market characteristics** | |
| **Product or service:** | **Consumer target market characteristics** |
| **Geographics** | |
| Location |  |
| Area size |  |
| Population |  |
| Population density |  |
| Climate zone |  |
| **Demographics** | |
| Age range |  |
| Gender split |  |
| Income group |  |
| Family composition |  |
| Household type & size |  |
| Occupation |  |
| Education |  |
| **Psychographics** | |
| Personality type |  |
| Behaviour characteristics |  |
| Life style |  |
| Rate of use |  |
| Repetition of need |  |
| Benefits sought |  |
| Loyalty characteristics |  |
| **Behavioural** | |
| Needs to be fulfilled |  |
| Knowledge level |  |
| Information sources |  |
| Attitudes |  |
| Use or response to a product |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

|  |  |
| --- | --- |
| Business target market characteristics | |
| Target market: | |
| Product: | Business target market characteristics |
| Business type (manufacturer, retail, wholesale, professional, service, etc.) |  |
| Industry |  |
| Size of business |  |
| Financial strength |  |
| Number of employees |  |
| Location |  |
| Employment type |  |
| Turnover |  |
| Special requirements |  |

If your products or services are aimed at business customers (B2B) do your best to define them by type, industry, business size, financial strengths, number of employees, location, employment type, turnover and any special requirements.

**2.3 Target Markets (Business)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

# This section consists of a summary of the components of the plan that you believe are essential for the plan to succeed. If they are not in place the fulfillment of the plan will be placed at risk.

Keys to success vary from one product and product category to another. Examples include but are by no means limited to a competitive edge, an ability to charge a premium price, an effective promotional program, saturation product distribution, retail trade support, an effective e-commerce web site and outstanding customer service.

|  |  |
| --- | --- |
| **Keys to success** | |
| **Product:** | |
| Keys to success | Comments |
| Meaningful competitive edge |  |
| Ability to charge a competitive price |  |
| An effective promotional program |  |
| Saturation distribution |  |
| Retail trade support |  |
| Interactive e-commerce web site |  |
| Outstanding customer service |  |
| Other: (Specify) |  |

**2.4 Keys to Success**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

These are the assumptions you make in the plan which will cause the plan to fall short of the set objectives if they do or do not take place. Examples include economy growth rate, adequate finance, retention of key employees, market growth, absence of new competitors, effective channel partners, a flexible supply and no drastic changes to raw material prices and supply.

**2.5 Critical Issues**

|  |  |
| --- | --- |
| **Critical issues** | |
| **Product or service:** | |
| Critical Issues | Comments |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Think carefully about what you want to achieve in the market overall. Do you want to?

1. Expand penetration of existing markets with existing products. (Market penetration).
2. Expand into new markets with existing products. (Market development).
3. Develop new products for existing markets. (Product development).
4. Develop new products for new markets. (Diversification).

If you have several marketing objectives, sort them into primary and secondary objectives.

**PART 3: MARKETING & SALES OBJECTIVES**

###### 3.1 Marketing Objectives

|  |  |  |
| --- | --- | --- |
| **Marketing objectives** | | |
| **Product:** | | |
| **Market segment:** | | |
| Marketing Objective | Time frame | How measured |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This is a summary of your products or services by individual product or product group, showing sales objectives for the current year followed by the objectives for the first year of the plan along with forecasts for years 2 and 3 showing: Sales by value and sales by volume.

The schedule is based on the conclusions you have drawn and the strategies you intend to follow. It indicates where you will be directing your efforts in terms of investment and development.

The sales objectives should also be consistent with the set marketing objectives such as market shares based on market size estimates.

Double click inside table to open Excel worksheet. Click outside to close. Add or delete rows or columns as required.

### 3.2 Sales Objectives

****

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced✓ | |

**PART 4: MARKETING STRATEGIES**

New products are the lifeblood of any business. This is a summary of your product development plans. It should encapsulate all the information you have gathered in the product development process.

**PRODUCT**

#### 4.1.1 Product (or service) development

|  |  |
| --- | --- |
| **Product Development Checklist** | |
| Information checklist | Response |
| What is the product concept? |  |
| What are its features? |  |
| What are its benefits? |  |
| What is the proposed target market |  |
| Will this product replace an existing product or create a new product segment? |  |
| Can it be produced with our existing facilities? |  |
| What pricing strategy is envisaged? |  |
| How will it be branded? |  |
| How will it be distributed? |  |
| How will it be packaged? |  |
| How will it be communicated to the target market? |  |
| Which products will it compete against? |  |
| What market research is proposed? |  |
| What is the market research budget |  |
| What is the product development budget? |  |
| What is the proposed marketing budget? |  |
| What are the perceived risks? |  |
| What is the proposed launch date? |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This next step sets out the product development schedule showing the key stages with their target completion dates and allocation of responsibility.

**4.1.1 Product Development schedule (cont.)**

|  |  |  |
| --- | --- | --- |
| **Product Development Schedule** | | |
| Product development stage | Target completion date | Responsibility |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

### This is a statement about what is unique about your product. What are its unique benefits, which the competition cannot or does not offer? The proposition should be so strong that it attracts customers to your product in preference to your competitors

### 4.1.2 Product Proposition

.

|  |  |  |
| --- | --- | --- |
| Product proposition development | | |
| Product: | | |
| Product proposition options | Proposition expression | Scale of appeal  Rating 1 - 10 |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Preferred product proposition expression: | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate✓ | | Advanced ✓ | |

How will your product be positioned to create a niche in your customers’ minds? How do you want your product to be perceived? What will differentiate your product from your competitors? How will it provide your product with a frame of reference? Is it intrinsic or extrinsic? Where does your product sit in a positioning map relative to competitors?

### 4.1.3 Product Positioning

**Positioning Map for (insert name of product or service)**

High end (Name variable 1)

|  |  |
| --- | --- |
| High end (Name variable 2) | Low end (Name variable 2) |
| Low end (Name variable 1) |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced✓ | |

If you identify a unique position for your product or service try to craft a few well chosen words in to a positioning statement and use it in your advertising, packaging, stationery, corporate brochures, web site, staff uniforms and everywhere else your product or service is promoted.

This will help to communicate your position to potential customers and to crystallize it in their minds

|  |  |  |
| --- | --- | --- |
| **Product or service positioning statement development** | | |
| Product or service: | | |
| Positioning options checklist | Positioning statement | Scale of uniqueness Rating 1 - 10 |
| User group |  |  |
| Product quality & functionality |  |  |
| Price & quality |  |  |
| Price & service |  |  |
| Usage occasions |  |  |
| Store environment & product range |  |  |
| Other (specify) |  |  |
| Preferred positioning statement: | | |

### 4.1.3 Product Positioning (cont.)

This is a statement about what your branding intentions are. Are you going to use an existing or new brand name? Are you going to use the company name as the brand name? Are you prepared to invest in the development of an original and distinctive brand name that could have value in the marketplace in the long run?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

### 4.1.4. Branding

|  |
| --- |
| **Branding Considerations Checklist** |
| **Product:** |
| Is our corporate brand name widely recognized in the market in which we compete □ Yes □ No  If ‘yes’ would the addition of a description of the product or service category to the corporate name add to recognition and positioning? □Yes □ No  Would the introduction of an original brand name offer marketing advantages □ Yes □ No  If ‘yes’ what are they?  What branding strategy do our main competitors use? □ Corporate □ Original  Are competitors’ branding strategies more effective than ours? □ Yes □ No  Do we have access to potential brand names that could be developed? □ Yes □ No  Are we prepared to invest resources required in the development of an original brand? Yes □ No □  Is there potential in the market for the introduction of a ‘price’ brand *in addition* to our main brand?  □ Yes □ No Comment: |
| Summary: We intend to market our product under the brand name because |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic ✓ | | Intermediate X | | Advanced ✓ | |

State where your brand or corporate image is now and where you want it to be. Use well-chosen adjectives such as *reliable, dependable, friendly, innovative, hi-tech*, etc.; to help you to define the image you wish to project. What steps will you take to build or strengthen the desired brand image?

#### 4.1.5 Brand & corporate image

|  |
| --- |
| **Brand (or corporate) Image checklist** |
| Q. What do we know about our current brand (or corporate) image among customers, prospects, suppliers and others in contact with the company?  A. |
| Q. Where do we want the brand image to be?  A. |
| Q. If our brand was a person, what images attributes would we want to convey?  A. |
| Q. How does our image compare with our nearest competitors?  A. |
| Q. How well does our current visual corporate identity contribute toward the desired brand image?  A. |
| Q. What steps can we take to strengthen the desired brand image among our customers, prospects, employees, suppliers and others?  A. |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Summarise the pros and cons of your existing or propose packaging materials and compare them with those of your most direct competitors. Then outline what you intend to do to improve your packaging materials in functionality and graphics.

**4.1.6. Packaging**

|  |  |  |
| --- | --- | --- |
| **Packaging Checklist** | | |
| Product: | | |
|  | Functionality | Graphics |
| What are the pros and cons of our packaging materials? |  |  |
| What are the pros and cons of our main competitors packaging materials? |  |  |
| What we can do to improve our packaging’s functionality and design graphics |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This is an analysis of your price points with those of your nearest competitors. It provides the opportunity to identify any problems or opportunities that may exist in this important part of the marketing mix.

**PRICE**

### 4.2.1. Pricing strategies

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Competitive pricing analysis** | | | | | |
| Product | List price $ | End user price  $ | Retail Mark up | Retail Markup % | Retail Gross Margin % |
| Our product |  |  |  |  |  |
| Competitor 1 (Name) |  |  |  |  |  |
| Competitor 2 (Name) |  |  |  |  |  |
| Competitor 3 (Name) |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Determine what your pricing strategies will be in the future and how they will be justified. Comment on the benefits of adopting the proposed strategies.

### 4.2.1. Pricing strategies (Cont.)

|  |
| --- |
| **Proposed pricing strategies** |
| **Product:** |
| **The pricing strategies we intend to adopt are: □Cost plus □Market skimming □Market penetration □Loss Leader □ Premium pricing □Parity pricing □Commodity pricing □Captive pricing □Other (specify)**  **The rationale for adopting these options is:** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

State what your pricing tactics will be in the future and how they will be justified. Comment on the benefits of adopting the proposed tactics.

### 4.2.2. Pricing tactics

|  |
| --- |
| **Proposed Price Tactics** |
| **Product:** |
| **The pricing tactics we intend to adopt are: □ Short term discounts □ Quantity discounts □ Promotional allowances  □Special payment or credit terms □Consignment terms □Refund policy □Bundling □Other (specify**  The rationale for adopting these options is: |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

If business location is important to your business (as in a retail enterprise or for proximity to customers) think about its suitability based on the criteria listed in the template or if you should consider moving to a more suitable location.

PLACE

4.3.1 Business Location Analysis

|  |  |
| --- | --- |
| **Business location analysis** | |
| To what extent does the site affect your business |  |
| What is the rate of passing traffic? |  |
| Is the site rental high, low or average? |  |
| Is passing traffic commensurate with rent? |  |
| Is the building in keeping with your desired image? |  |
| What is the extent of direct competition? |  |
| Are there complementary businesses in your area? |  |
| Is customer parking adequate? |  |
| Is there enough space for your operations? |  |
| Are there signage opportunities to attract customers? |  |
| Is the site close to residential or commercial zones from which your customer base is drawn? |  |
| Is the location developing, reaching maturity or in decline? |  |
| Should you consider moving to a better location? |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Outline your existing channels of distribution with their level of efficiency. Then state what changes you propose to make (if any) to improve your penetration of existing products in current markets or new products in new markets.

### 4.3.2 Distribution

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Distribution channels checklist** | | | | |
| Product | Target market | Existing distribution channels | Efficiency ranking 1 to 10 | Proposed changes (if any) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

Summarize the strategies you envisage to encourage your distribution channel partners to maximize the revenue they return. State how you plan to service them and the steps you will take to treat them as ‘partners’.

### 4.3.3 Distribution channel partners business maximization

|  |  |  |
| --- | --- | --- |
| **Distribution channel partners maximization checklist** | | |
| Product | Distribution Channel | Proposed Development Strategies |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

#### 

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Business size** | Basic X | | Intermediate X | | Advanced ✓ | |

#### Outline the changes you intend to implement to shorten the supply chain to the end user. This could cover all or any of the steps from raw materials > manufacturer > distribution channels > retailers > consumers.

**4.3.4. Supply Chain Management**

|  |  |  |
| --- | --- | --- |
| **Supply Chain Management Checklist** | | |
| Supply chain stage | Existing efficiency rating (Scale 1 to 10) | Proposed changes to shorten the chain |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

This part of the plan is a summary of the status of existing sales force management functions and the steps you intend to take to improve them. Include reference to market coverage, call cycle frequencies, quality of sales calls, sales territory allocations, retail trade service and sales training. Complete this section even if the ‘sales force’ is limited to one person.

**PROMOTION**

**4.4.1 Sales Force Management**

|  |  |  |
| --- | --- | --- |
| **Sales management functions checklist** | | |
| **Function** | **Efficiency rating  (Scale of 1 to 10)** | **Proposed action** |
| Sales reps coverage of potential market |  |  |
| Call cycle frequency |  |  |
| Quality of sales reps calls |  |  |
| Sales territory allocation efficiency |  |  |
| Quality of service to retail trade |  |  |
| Sales training quality |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Summarize the techniques you intend to deploy to develop sales among existing customers to generate incremental business. These may include up selling, cross selling, volume discounts, reward programs, bundling and incremental selling.

**4.4.2 Sales Development**

|  |  |
| --- | --- |
| **Sales development techniques - existing customers** | |
| Product: | |
| Sales technique | Proposed actions |
| Up selling |  |
| Cross selling |  |
| Volume discounts |  |
| Reward programs |  |
| Bundling |  |
| Incremental selling |  |
| Database marketing |  |
| Other (Specify) |  |
| Comments | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Now outline the techniques you will use to develop sales among new customers. These may include encouraging personal recommendation by existing customers, cold canvassing, networking, advertising and Internet or database marketing.

**4.4.2 Sales Development (cont.)**

|  |  |
| --- | --- |
| **Sales development techniques - new customers** | |
| Product: | |
| Sales technique | Proposed actions |
| Personal recommendation |  |
| Cold canvassing |  |
| Networking |  |
| Advertising |  |
| Internet marketing |  |
| Other (Specify) |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

This is a summary of the main customer service functions and the actions you intend to take to improve them. Refer to the eBook for more information and guidance.

##### 4.4.3 Customer Service

|  |  |  |
| --- | --- | --- |
| **Customer service action list** | | |
| Customer service functions | Efficiency rating  (Scale 1  to 10) | Proposed actions |
| Customer focus |  |  |
| Product knowledge |  |  |
| Customer communications |  |  |
| Customer relations |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Identify exactly what you want advertising to achieve. Define just one primary objective with any others set as secondary objectives. Ensure the objectives you set are realistic given the media you have selected, the material you will run and the budget you have allocated. State how you will measure the achievement of the set objectives. Typical advertising objectives start with verbs such as ‘Create’, ‘Announce’, ‘Build’, ‘Announce’, ‘Launch’, ‘Demonstrate’, and so on. It is not sufficient to say your advertising objective is to “increase sales’. All advertising is intended to increase sales but there are usually more specific things you need to achieve in order for sales to be increased.

**ADVERTISING**

**4.5.1 Setting the Advertising Objectives**

|  |  |
| --- | --- |
| **Advertising objectives** | |
| Advertising Objective | How measured |
| PRIMARY |  |
| SECONDARY 1 |  |
| SECONDARY 2 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

Assign responsibilities for each part of the advertising planning and implementation process. This will ensure there is no doubt about ‘who is responsible for what.’

* + 1. **Advertising responsibilities allocation**

|  |  |  |
| --- | --- | --- |
| Advertising responsibilities allocation | | |
| Advertising function | Scheduled completion date | Person responsible |
| Advertising budget allocation |  |  |
| Setting the advertising brief |  |  |
| Media selection |  |  |
| Allocation of creative resources and development of creative material. |  |  |
| Advertising material approval |  |  |
| Media placement |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced✓ | |

Setting the advertising budget is not straight forward as there is no standard formula. Consider all of the factors in the template before arriving at an acceptable and balanced spend level.

**4.5.3 Setting the Advertising Budget**

|  |  |
| --- | --- |
| **Advertising budget** | |
| **Considerations** | **Comments** |
| Fixed % of budgeted revenue |  |
| Acceptable investment level |  |
| Past spend levels |  |
| Cost estimate on a line by line basis of media and production costs |  |
| Competitors’ estimated spend levels |  |
| Advertising budget allocation ($’s) |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Whether you are creating the advertising ‘in house’ or assigning the task to external resources, the starting point in the creative process is to ensure that the brief is strategically sound. This requires clarity in defining the task and the resources available. The brief should be succinct and no more than a single page in length. The brief makes it clear what you expect and gives you a basis for evaluation of the creative interpretation of the brief.

**4.5.4 Preparing the Creative Brief**

|  |  |
| --- | --- |
| The Creative Brief | |
| Product or service: | |
| Overall marketing objective:  . |  |
| Primary advertising objective: |  |
| Secondary advertising objective: |  |
| Target market: |  |
| Product proposition: |  |
| Product positioning: |  |
| Desired brand image: |  |
| Desired net impression: |  |
| Advertising budget: |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Business size** | Small ✓ | | Medium ✓ | | Large ✓ | |

When selecting the most appropriate and cost effective medium or media for your message consider the range of selection criteria listed in the template below. It is preferable to concentrate on one medium and do it well rather than spread the budget too thinly across multiple media.

**4.5.5 Media Selection**

|  |  |  |
| --- | --- | --- |
| **Media Selection Criteria** | | |
| Product: | | |
| □ Cost effective reach of target market | □ Retention of ad for future reference | □ Ability to offer discount or other coupons |
| □ Show the product | □ List stockists | □ High impact |
| □ Color | □ Sound (audio) | □ Movement (video) |
| □ Short lead times | □ Low production costs | □ Detailed product benefits |
| □ List product specifications | □ Response rate measurement | □ Repetition |
| Preferred option/s  🞏 TV 🞏 Radio 🞏 Newspapers 🞏 Magazines 🞏 Outdoor 🞏 Cinema 🞏 Direct marketing 🞏 Telemarketing 🞏 Internet 🞏 Search engine advertising 🞏 Yellow pages and other directories 🞏 Other (Specify) | | |
| Geographical markets we need to reach: | | |
| Budget allocated: | | |
| Conclusions and comments: | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

Advertising is often one of the most significant items in your marketing budget. You need the ability to gauge the extent to which your advertising is effective. Some of the simple and inexpensive measures you can use to measure effectiveness are store traffic measurement, coupon redemptions, dedicated telephone numbers, customer surveys, web site hits and anecdotal evidence from customers.

**4.5.6 Advertising Research**

|  |  |
| --- | --- |
| **Advertising research checklist** | |
| Method | **Comments** |
| Measure store traffic before and after advertising |  |
| Redemption rate of discount and cashback coupons |  |
| Inclusion of dedicated telephone hotline number in advertisements |  |
| Telephone or on line customer surveys |  |
| Ask customers how they became aware of the product or service |  |
| Measure the difference in number of web site hits before and after advertising. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sales promotion planning schedule** | | | | |
| Product: | | | | |
| Objective | Promotion type | Timing & duration | Budget  $ | Coordinator |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

The function of sales promotion is to provide an additional reason to influence purchase and to stimulate product trial. In setting out your sales promotion program list the objective for each promotion along with an outline of promotion types you have selected and why, the timing and duration of each and the budget

**4.6 Sales Promotion**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

Trade shows and exhibitions are a legitimate and effective form of sales promotion. Outline any plans you have to participate in any activities of this kind with an indication of what you wish to achieve and what you propose to do.

**4.7 Trade shows & exhibitions**

|  |  |  |  |
| --- | --- | --- | --- |
| Trade Shows and exhibitions activity schedule | | | |
| Product |  | | |
| Trade show name |  | | |
| Target market |  | | |
| Objective |  | | |
| Proposed activities |  | | |
| Timing & duration | | Budget  $’s | Coordinator |
|  | |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Summarize the functions you require from your web site, the contents you want the site to include, the actions you will take to implement the various components, and how you will continue to maintain and improve the site.

### 4.8 On-line marketing & e-commerce

4.8.1 Web site functionality

|  |  |
| --- | --- |
| Web Site Functionality Requirements | |
| **Product:** | |
| What functions do we require from our web site? | 🞏 Showcase our products  🞏 Generate sales enquiries via contact links  🞏 Create database for sales leads  🞏 Conduct e-commerce transactions via the Internet  🞏 Content management system  🞏 Database email marketing facility  🞏 Other |
| Contents checklist | 🞏 Product range catalogue  🞏 Competitive advantages list  🞏 Company history, mission statement and executives profiles  🞏 e-mail contact facility  🞏 Shopping cart facility  🞏 Credit card transaction facilities |
| Action checklist | 🞏 Determine and assemble content  🞏 Engage web site designer  🞏 Appoint internet service provider  🞏 Appoint web server  🞏 Arrange merchant (credit card transaction) facilities  🞏 Exchange links with complementary sites |
| Maintenance checklist | 🞏 Continually improve and update web graphics and content 🞏 Continually improve products/ services featured on the site  🞏 Continue to seek new links with complementary sites  🞏 Continue to place strategic advertising on search engines/analyze results/refine markets/budgets and key words |
| Comments: | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Indicate the steps you propose to take to promote your web site such as including your URL in all stationery, advertising and print materials. Outline your plans for search engine advertising.

### 4.8.2 Web site promotion strategies

|  |  |
| --- | --- |
| **Web Site Promotion Strategies** | |
| **Product:** | |
| Web site promotion checklist | **🞏** Include URL in all new stationery  **🞏** Include URL in all sales materials  **🞏** Include URL in all e-mail signatures  **🞏** Include URL in all print and advertising materials |
| Search engine optimization | **🞏** Exchange links with related sites  **🞏** Submit the site to all major search engines including Google, Yahoo, Bing and AltaVista.  **🞏** Consider engaging a Search Engine Optimization (SEO) specialist to ensure the site is search engine friendly. |
| Search engine advertising | 🗹 Conduct trials with different keywords in Google’s ‘AdWords’🞏 Select the search engine/s with which we will advertise **🞏** Select target markets (countries/regions/cities/languages)  **🞏** Research and write ad text with proven keywords  **🞏** Set pricing – cost per click and budget per period  **🞏** Monitor ongoing results from online performance reports and modify strategy accordingly. |
| Comments: | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Complete the template below after you have considered how you can extract the maximum benefit from social media marketing as it applies to your products or services. Consider the platform you will establish that best meet your needs and objectives against your primary target market/s.

**4.8.3 Social Media Marketing**

|  |  |  |
| --- | --- | --- |
| Social Media marketing programs | | |
| Product: | | |
| Platform | Target market | Objectives |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Additional comment: | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services X | | B2B Services X |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This section only applies to products sold through retail outlets. Describe the proposed merchandising activity by store or outlet type, the merchandising materials you will use, the funds and resources you will allocate. Include a schedule and an assignment of responsibility.

### 4.9 Merchandising

|  |  |  |
| --- | --- | --- |
| **Merchandising Program – Year 1.** | | |
| Retail Outlet/Store Type | Proposed Merchandising Activity | Proposed Merchandising  Materials |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Additional comment: | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate ✓ | | Advanced ✓ | |

Describe the public relations and publicity programs you will implement and what they are intended to achieve, State the target markets the programs are aimed at, the media you will approach, the tools you will need and the budget allocated.

**4.10 Public Relations and Publicity**

|  |  |
| --- | --- |
| Public relations & publicity activity program | |
| Product: | |
| Program description 1 |  |
| Objectives |  |
| Target market |  |
| Proposed media |  |
| Format |  |
| Budget allocated |  |
| Program description 2 |  |
| Objectives |  |
| Target market |  |
| Proposed media |  |
| Format |  |
| Budget allocated |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

Detail the activities or events you intend to sponsor (if any) and the benefits you expect to derive from these activities and the budget allocated

#### 4.11 Sponsorship

|  |  |
| --- | --- |
| **.** Sponsorship Programs | |
| Product: | |
| Program description |  |
| Objectives |  |
| Target market |  |
| Benefits |  |
| Budget allocated |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

List the print and electronic corporate communications materials you have selected to promote your business and aid communications with your employees, customers, suppliers, and stakeholders such as corporate brochures, DVD’s, product catalogues, newsletters, sales presenters, presentation folders, flyers, mailers and fridge magnets, etc. Outline the objectives of each item and the target market they are intended to reach.

### 4.12 Corporate Communications

|  |  |  |
| --- | --- | --- |
| **Corporate communications materials program** | | |
| Product: | | |
| Item | Communications objectives | Target market |
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| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Detail the direct marketing and/or database email marketing options you have selected to achieve the set objectives. These may be selected from options including direct mail, email marketing, broadcast fax, telemarketing, letterbox drops etc. State the objectives of each program and the audience they are intended to reach and influence.

**4.13. Direct Marketing and Database email Marketing**

|  |  |  |
| --- | --- | --- |
| **Direct marketing & database marketing programs plan** | | |
| Product: | | |
| Program | Communications objectives | Target market |
|  |  |  |
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| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

Customize the marketing budget categories to suit your individual requirements. Start with a “wish list” of all the things you think you need to achieve your goals and which you have included in your plan. Initially, this could be broken down into “like to do” and “need to do”. When you have added up the total cost you can start to eliminate the “like to do” items on a prioritised basis according to the priorities and financial resources available as determined by the factors you have considered in setting the budget such as percentage of gross revenue, etc..

**PART 5: FINANCIAL STATEMENTS**

#### 5.1. Marketing Budget



(Double click to open this Excel file. Click outside the file to close it.)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This is an examination of the fiscal practicality of the marketing plan and its ability to meet corporate expectations.The format is intended as a guide and need not be rigidly adhered to as there may be other accounting formats used by your company that are more appropriate. Depending on the degree of investment in the plan, in some cases, such as a new product launch, it might be acceptable to set ‘break even’ or even negative returns for a predetermined period. Write a brief commentary. (Double click to open this Excel file. Click outside the file to close it.)

**5.2 Financial Statement **

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

This part of the plan addresses the personnel resources you will have in place to implement the plan. As this is *a marketing* plan this section is confined to sales and marketing employees and does not address administration, production and other departments. You can use an organization chart to show names, job titles, brief job descriptions and reporting lines.

**PART 6: IMPLEMENTATION & CONTROLS**

**6.1 Sales & marketing personnel resources**

Sales & marketing organization chart

Note: The above organization chart was created in Microsoft Word 2013. To enter text, click on a box and then type your text. To add a box click the graphic that you want to add a box to > under SMARTART TOOLS > DESIGN > CREATE GRAPHIC Group > Add Shape > select position options.

Different methodology may apply with other Microsoft Word ® versions.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

The action plan should be adapted to suit your individual plan. The key development stages only such as new product development, packaging, distribution advertising and promotions should be entered here. These will vary according to whether you are marketing a product or service, or a new or existing product etc.

**6.2 Action Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Plan** | | | | |
| Development stage | Action steps | Target completion date | Person responsible | Results achieved |
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| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic ✓ | | Intermediate ✓ | | Advanced ✓ | |

This schedule shows the integration of each of the main elements of the plan. The aim is to ensure that each component part is completed in time for the implementation of the next part of the plan. **Enter the key plan stages as appropriate to your plan. Add or delete rows and columns as required. Draw stage periods with Microsoft Word line tool from Insert tab>Shapes>Lines.**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Plan Stage** | **Implementation Schedule** | | | | | | | | | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  | **F**J | **A**F |  |  |  |  |  |  |  |  |  |  |
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| **Month** | **J** | **F** | M. | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A |
|  | Year 1 of Plan | | | | | | | | | | | | Year 2 of Plan | | | | | | | |

6.3 Implementation Schedule

This schedule reviews the progress you have made after a specified period (usually a year). It evaluates progress and estimates effectiveness and suggests any changes based on your experience to date. Proposed changes should be incorporated in an updated plan for Year 2. **Enter the key plan elements as appropriate to your plan.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Business class** | B2C Products ✓ | B2B Products ✓ | | B2C Services ✓ | | B2B Services ✓ |
| **Plan type** | Basic X | | Intermediate X | | Advanced ✓ | |

###### 6.4. Review & evaluation schedule

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Review and Evaluation Schedule** | | | | |
| **Plan element** | **Progress Evaluation** | **Effectiveness**  **(1 – 10)** | **Proposed Changes** | **For action by** |
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1. The BCG matrix was created by Bruce Henderson of the Boston Consulting group in 1970 as an aid to analysing business units or product lines. [↑](#footnote-ref-1)