

WE SEE THE BIGGER PICTURE

AND WE'RE WILLING TO SHOW IT TO YOU

TFG

Where to start? Where to start? Developing a sound marketing plan isn't the easiest thing to do in the world. Actually people prefer going to the dentist more than creating one. But it doesn't have to be the hardest either. If only you had a comprehensive guideline to help you along the way and the right people to steer your company in the proper direction. That's what TFG is here for. We've been doing it for years. Helping businesses, such as yours, grow into the company you've always wanted. So why us? Well, we have a greater understanding of the bigger picture and we're willing to share it with you. Give us a call and let us show you what we can do for you. 866.478.5890. www.planetfowler.com.

Marketing Plan Outline

- 1) Executive Summary
- 2) The Challenge
- 3) Performance Review
- 4) Situation Analysis
 - a. The Market
 - b. Competitors
 - c. Collaborators
 - d. Economic Climate
 - e. SWOT Analysis
- 5) Marketing Strategies
- 6) Action Plan
 - a. Product
 - b. Price
 - c. Distribution (Place)
 - d. Promotion
- 7) Conclusion
- 8) Appendix / Exhibits

Marketing Plan Summary

Here are quick descriptions of what each section means.

1 Executive Summary

A summary of the marketing plan including key issues, objectives, strategy, tactical outline, anticipated outcomes and how these activities support overall corporate strategy.

2 The Challenge

A brief description of your product(s) or service(s) to be marketed and associated goals, such as sales targets, market penetration, etc.

3 Performance Review

A brief summary of past marketing efforts and their effectiveness in relation to the success of your product or service.

4 Situation Analysis

Here you will provide the background information on which your strategy and tactics will be based – the market, trends, competitors, etc.

a. The Market

Provide a detailed description of your market and/or select niche (or audience). Document the market size, growth rate (increasing or decreasing), and what competing markets may exist. What are their demographics? How do you reach them? Is the market price sensitive? Are there any cultural considerations?

b. Competitors Analysis

Who are they? What is their market position and strategy? What are their strengths or weaknesses?

c. Collaborators

What joint ventures or partnerships exist (or could exist) that could be leveraged to improve your position in the marketplace.

d. Climate

What is happening in the broader economy that could affect the performance of your marketing efforts (macro-environmental)? What is the political and legal environment relative to your products or service? What's happening with the economy, and how may that affect demand for your product or service? What is the social and cultural environment relative to your product or service? What's happening from a technological standpoint that could impact production, availability or viability of your product or service?

e. SWOT Analysis

The good old SWOT analysis. It's amazing how effective this simple tool can be in generating sound marketing and communication strategies. The firm's internal attributes are to be classed as strengths and weaknesses. External issues represent opportunities and threats. This matrix takes it one step further and encourages the development of strategy concepts based on opposing strengths, weaknesses, opportunities and threats.

SEE SWOT ANALYSIS WORKSHEET

5 Marketing Strategies

List and discuss the alternatives that were considered before arriving at the recommended strategy. Alternatives might include discontinuing a product, re-branding, positioning as a premium or value product, etc.

Define your selected strategy and why it was chosen. Be sure to reflect on sound research results detailed in your Situation Analysis.

6 Action Plan

Here's where the rubber meets the road, and what keeps us busy all year. This is the tactical action plan necessary to support the strategy and enable you to hit your marketing goals. This is the most critical portion of the plan that will ensure effective coordination, implementation and budgeting across all functional departments. The Action Plan tells us what specific position(s) will be taken or what activities will take place in regards to the almighty 4Ps.

- a. **Product.** Summarize your product or services advantages and how they will be leveraged. How will you position yourself in regards to your branding, product quality, the scope of product or service line, warranties and packaging design.
- b. **Price.** What will be your pricing strategy? Document your position(s) on the following pricing variables: list price, discounts, product or service bundling, and sale terms.
- c. **Distribution (Place).** Where will you sell your product or service and how will you get it there? Know thy place. Outline your decisions relating to: distribution channels such as direct, retail, distributors & intermediates. How will you motivate the channel(s), how will you evaluate your distribution effectiveness or select the right partners? What physical location(s) will you chose to operate your business from? How will you fulfill your orders or service requests and how will these factors affect your promotion plan?
- d. **Promotion.** This is the real plan – the activities and actions that touch your customers. Advertising, including how much and which media. On-line media. Trade shows. Public relations. Sales promotion programs. Point-of-Purchase. Direct marketing. The list of tactical options is only limited by your imagination and appropriateness to the market. Provide a workable document from which everyone understands who is to do what, and when. Don't forget the budget! A "One Page Action Plan" is attached for your convenience and has been effectively used by a wide variety of companies to encapsulate the essence of their tactical plans and budgeting.

7 Conclusion

Summary of your key decisions and directives, support, and anticipated results.

8 Appendix / Exhibits

Include support materials like your calculations of market size, commissions, profit margins, break-even analyses, etc.

SWOT ANALYSIS WORKSHEET

Opportunities:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Threats:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Strengths:

- A.
- B.
- C.
- D.
- E.
- F.

Strength/Opportunity Strategies:
(A/1 or Any combination)

Strength/Threat Strategies:
(A/1 or Any combination)

Weaknesses:

- A.
- B.
- C.
- D.
- E.
- F.

Weakness/Opportunity Strategies:
(A/1 or Any combination)

Weakness/Threat Strategies:
(A/1 or Any combination)

Combine any combination (ie. strengths and weaknesses with an opportunity or threat) to develop a unique strategy to your situation. Example: Combining Strength B with Opportunity 4 to get a strategy.