

# [Company Name] Marketing Plan

[Your Name]

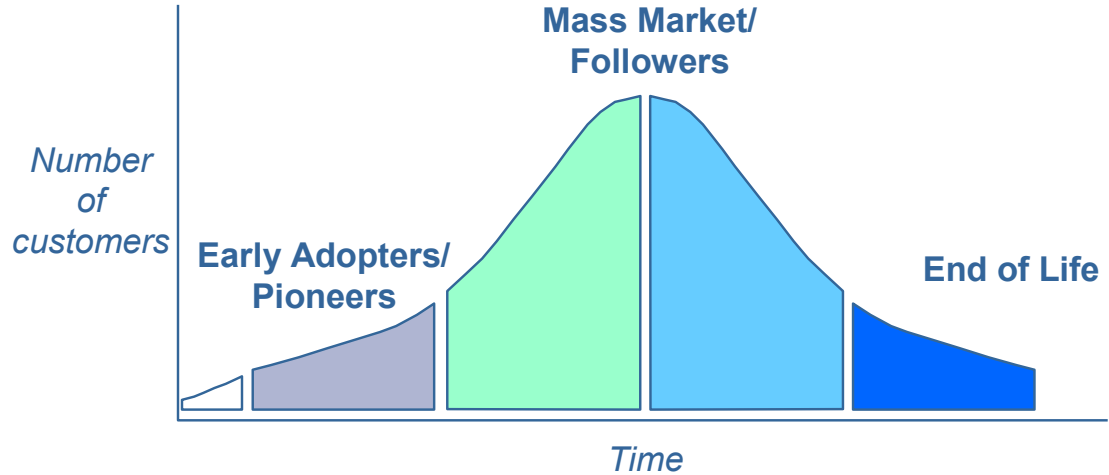
## Market Summary

### Market: Past, Present, and Future

Review changes in the market, which can include:

- Market share
- Leadership
- Players
- Competition
- Market shifts
- Costs
- Pricing

### Market Cycle



## Product Definition

Describe the product or service being marketed.

# Competitive Landscape

Provide an overview of product competitors.

## Competitors

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## Competitors' Strengths

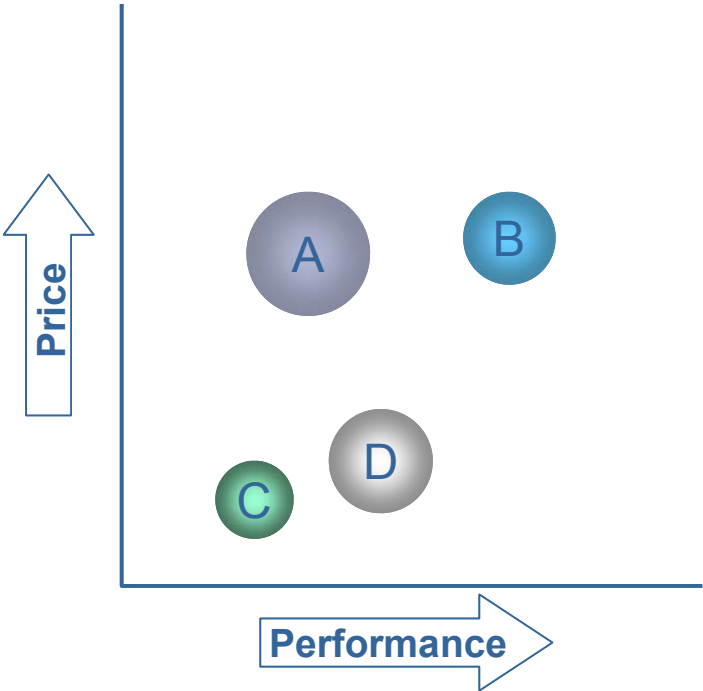
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## Competitors' Weaknesses

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## Store Comparison

Position each competitor's store against the new store.



## Positioning

### Positioning of Product or Service

Distinctly define the product in its market and against its competition over time.

### Consumer Promise

Summarize the benefit of the product or service to the consumer.

## Communication Strategies

### Messaging by Audience

List marketing messages for different audiences.

### Target-Consumer Demographics

List the demographics for the targeted consumer groups.

## Launch Strategies

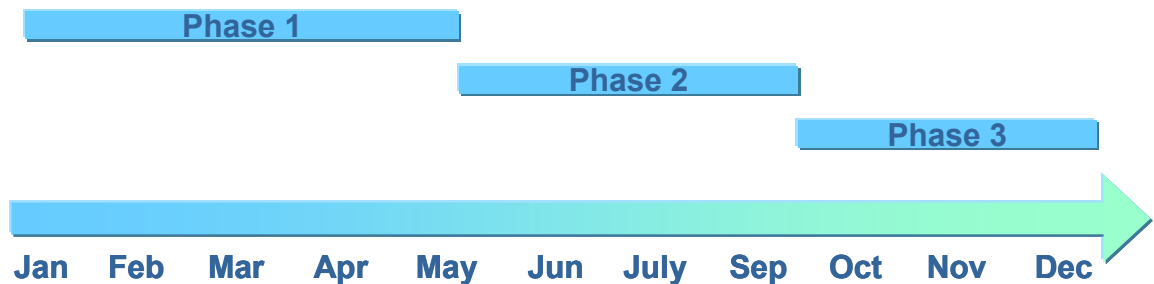
### Launch Plan

Discuss launch plan if the product is being announced.

### Promotion Budget

Supply backup material with detailed budget information for review.

### Promotional Schedule



## Public Relations Strategy and Execution

Discuss:

- PR strategies.
- PR plan highlights.
- Backup PR plan, including editorial calendars, speaking engagements, conference schedules, etc.

## Advertising Strategy and Execution

Give:

- Overview of strategy.
- Overview of media and timing.
- Overview of ad spending.

## Other Promotion

### Direct Marketing

Give:

- Overview of strategy, vehicles, and timing.
- Overview of response targets, goals, and budget.

### Third-Party Marketing

Describe co-marketing arrangements with other companies.

### Marketing Programs

Describe other promotional programs.

## Packaging and Fulfillment

### Product Packaging

Discuss:

- Form-factor, pricing, look, and strategy.
- Fulfillment issues for items not shipped directly with the product.

### COGs

Summarize Cost of Goods and high-level Bill of Materials.

## Pricing and Policies

### Pricing

Summarize specific pricing or pricing strategies, and compare to similar products.

### Policies

Summarize policies relevant to understanding key pricing issues.

## Distribution

### Distribution Strategy

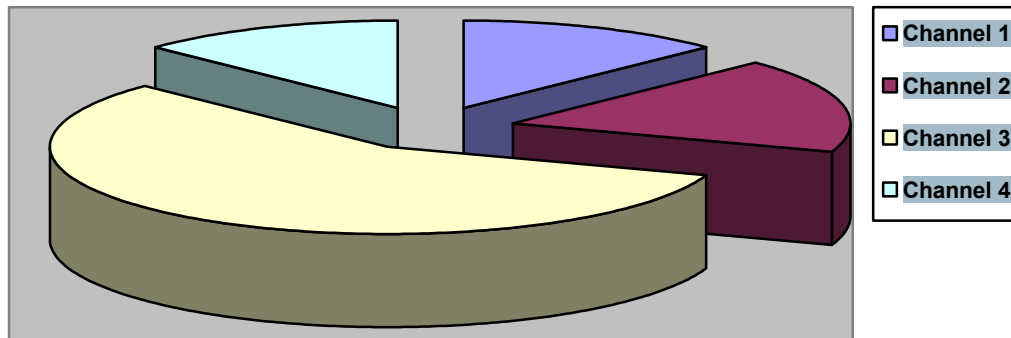
Summarize the strategy for distribution.

### Channels of Distribution

Summarize the channels of distribution.

### Distribution by Channel

Illustrate what percentage of distribution will be contributed by each channel. A pie chart might be helpful.



## Vertical Markets/Segments

Discuss vertical market opportunities:

- Discuss specific market segment opportunities.
- Address distribution strategies for those markets or segments.
- Address use of third-party partners in distributing to vertical markets.

## International

### International Distribution

Discuss:

- Distribution strategies.
- Issues specific to international distribution.

### International Pricing Strategy

Explain the strategy for marketing within other countries.

### Translation Issues

Highlight requirements for local product variations.

## Success Metrics

List:

- First year goals.
- Additional year goals.
- Requirements for success.
- Measures of success/failure.

## Schedule

### 18-Month Schedule Highlights

Outline highlights of the first 18 months.

### Timing

Identify timing dependencies critical to success.

### Marketing Schedule

