# Developing the right Marketing Plan





A successful Marketing Plan integrates all marketing activities with all other company departments to surround the consumer without them ever knowing they are being inundated with your message.



## What Is a Marketing Plan?

Marketing Plan is an Integrated Marketing and Communications Plan.

Marketing Plan elements serve as the foundation of a company's business plan.

Marketing Plan ensures that all company departments and personnel communicate the same message to the same targeted audience.



## Goals of Marketing Plan

- 1. Define Market
- 2. Create A Clear & Concise Message
- 3. Ensure the Message is Consistent & Accurate
- 4. Position/Brand the Company/Product
- 5. Track Responses
- 6. Forecast



### How To Begin

In creating a product, you must first ask "What can be sold?"

If production / engineering / development state "I can do this – it's really neat!".

#### The marketer must ask

"Is there a market and can it be sold?"

If not, as interesting as the product would be, it's a waste of company resources.



## Developing A Full Marketing Plan

- 1. Define your goals: What do you want your end result to be? (This should be more than just "King of the World")
- 2. Define your market: To whom can you sell to achieve your end goals? (Research, Research)
- 3. Define your strategy: How will you sell your product? (Do you want to be known for quality selling at a higher price or as a mass marketer selling at a lower price?)
- 4. Define your tactics: What are the specifics in selling your product? (What avenues / channels will you take to sell your product?)



### Define Your Goals

What is it you want out of your work?

#### Sample:

"I want my software to be known as the best CAD product for landscapers in the industry – complete, easy to use and affordable for independents as well as firms."



### Define Your Market

#### **Situation Analysis**

- 1. Market Analysis: Determine market size, market segmentation, and market growth.
- 2. SWOT: Conducted on the company and product. (Strength, Weakness, Opportunity, and Threat)
- 3. Competitor Analysis: Conducted on all competitors and competitive products.

## Market Analysis

- Market Size: What is the best case potential?
  - Surveys
  - Magazine Readership
  - Census Bureau age, education, business, income, spending, geography
  - List Houses, Schools
  - Competitor Web Sites
- Market Segmentation: What is your niche?
  - Parse Market Size numbers into targeted populations for your niche market. Where is the best chance of a sale?
  - Behavior Analysis
- Market Growth: What will the future hold?
  - What are the projections in the field you are selling to?



### **SWOT**

• Strength: What are your and your product's attributes? What can you or your product do better than others?

• Weakness: Where are your and your product's short comings

• Opportunity: What are the market trends?

Where can you surpass your competition?

• Threat: What is it the competitors can do better than you?

### **SWOT**

Analysis must include the company's history (where it was, where it is and how did it get there).

- Company growth
- Product offerings
- Sales Volume
- Markets Served



## Competitor Analysis

- Who are the competitors?
- What niche markets do they serve?
- Where do they sell?
- How do they price their products?
- What is their financial status?



## Define Your Strategy

- Who is your market?
- Why did you choose this market?
- What behavior of your market can you target?
- Decide:
  - How will you compare to competitors?
  - What is the pricing structure?
  - What is your positioning?
  - What are your benefits / value?



### Define Your Tactics

- Define your product
- Define your price
- Define your channels of distribution
- Define your Marketing Plan Plan

Advertising

Press Releases

**Public Relations** 

Web Site

Direct Response

**Promotions** 

Telemarketing





### What's Next?

• Develop response measurements

- Assess resources (personnel monies)
- Develop budget
- Develop time line for implementation

