

# Marketing Plan Outline



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### 1 PURPOSE

Marketing is a vital component in ensuring the success of a company. The company's aims will often include increasing profitable sales and building the value of the company.

A concise Marketing Plan is a key document in ensuring maximum returns from marketing effort and expenditure. It is based on the company business plan to ensure that the marketing goals and targets reflect the overall company direction.

The marketing plan provides the means to:

- assess the market environment of the business
- work out short- and long-term marketing objectives
- establish a framework for action to achieve those objectives.

The plan should be concise with specific actions targeted at achieving the agreed objectives.

A significant part of the process is the understanding of the aims of the company and research into target markets and key messages that are required before a valid marketing plan can be produced.

### 2 CONTENTS

The Marketing Plan is divided into several sections, each looking at different aspects of the business.

The actual approach and content would be dependent on the individual company requirements but this gives an overview of the typical sections.

SECTION	CONTENTS	PURPOSE
Executive Summary	Introduction and summary of marketing plan	To provide overview of the marketing targets and actions.
Objectives	The objectives of the business as a whole and their impact on marketing	To ensure that the marketing effort serves the needs of the business
Messages	The key images that the company wishes to project.	Short and long term brand credibility
Branding	Use of company name and logos	Ensure impact and consistency of use
Marketing audit	Description of market and estimates of demand, target customers, competitor position, price and service comparisons	To identify the position of the business in the marketplace and to know what makes the business different and unique
SWOT Analysis	A study of the strengths and	A different and practical way

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	weaknesses within the business and a look at the opportunities and threats facing the business from outside	to look at the business and to plan any changes, developments and improvements
Marketing Goals	Measurable targets defining route to meeting vision	To provide quantifiable steps on which the marketing progress can be measured and reviewed
Marketing mix	Review of the 4 P's: Product, price, placement (routes to market) and promotion	To ensure all aspects of the mix are in place to meet the targets
Programmes	Specific actions to cover the whole appropriate marketing mix including: referrals, direct marketing, web site, web site promotion, literature, public relations (PR), publications, trade shows, seminars, advertising etc	Actions to provide a balanced implementation of the most effective methods for the company
Financial	Budget requirements for implementing the marketing plan	
	<b>Appendices</b>	
	Any named identified target customers, key publications, trade shows etc	

### 3 CONCLUSIONS

The Marketing Plan is prepared by the owners of the business, with specialist help, to be used by them to maximise the return on their marketing spend. It must be focused on moving the company towards its long term vision and goals.

The actions implemented from the plan should be measured and assessed for results. The plan should be renewed and actions updated in light of successes and failures.