

Marketing Plan Template

1. Executive Summary

- Vision and Mission
- Scope
- Goals
- Strategies
- Budget

2. Situation Analysis

- Market Analysis
 - Total Addressable Market
 - Market Penetration
 - Market Shares
 - Four Market Components
- Competitive Analysis Matrix
 - Insights
 - SWOT Analysis
 - Insights
 - Customer Analysis
 - Customer Description
 - Approximate Number of Customers
 - Customer Persona
 - Buying Process
 - Customer Beliefs
 - a. Importance Ratings
 - b. Perception Ratings
- Product/Service Analysis
 - Feature-Benefit Comparison



3. Strategy

- Segmentation
 - Demographic
 - Geographic
 - Behavioral (Benefit Sought)
 - Psychographic (Benefit Sought)
- Targeting
 - Opportunity by Segment
- Positioning
 - Five-Box Chart
 - Reasons to Believe (RTBs)

4. Tactics

- Products and Services
 - Features
 - Performance
 - Design
 - Customer Experience
 - Other Assets (warranties, etc.)
- Pricing
 - Value Analysis or Competitive Benchmark
 - Recommended Prices
 - Price Communication
 - a. Who
 - b. What
 - c. Why
 - d. When
 - e. Where
- Promotion
 - Objectives
 - a. Basic Awareness
 - b. Top-of-Mind Awareness



- c. Information Awareness
- d. Behavioral Awareness
- Media
 - a. Channel
 - b. Frequency
- Distribution Channel
 - Length, Breadth, and Depth
 - Channel Roles

5. Implementation

- Marketing Programs
- Timing and Responsibility
- Measurement
 - Key Performance Indicators

6. Financials

- Budget
- Revenue Forecast
 - Specific, Measurable, Actionable, Realistic, and Time-bound

7. Appendix

- Team Members
- Planning Process and Schedule
- Key Assumptions