

Marketing Plan (Long)

[Your Name]

MARKET SUMMARY

Product/Service Definition

Describe the product or service being marketed.

COMPETITIVE LANDSCAPE

Provide an overview of product/service competitors.

Competitor A

- Competitors' strengths
- Competitors' weaknesses

Competitor B

- Competitors' strengths
- Competitors' weaknesses

PRODUCT COMPARISON AND POSITIONING

Positioning of Product or Service

Distinctly define the product in its market and against its competition over time.
Position each competitor's product against the new product.

Consumer Promise

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

COMMUNICATION STRATEGIES

Messaging by Audience

List marketing messages for different audiences.

Targeted Consumer Demographics

List the demographics for the targeted 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.

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

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

Pricing

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

DISTRIBUTION

Distribution Strategy

Summarize the strategy for distribution.

Channels of Distribution

Summarize the channels of distribution.

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