

Marketing Plan Outline

- Cover page
- Table of Contents (if 10 pages or longer)
- Executive Summary (if 10 pages or longer)
- Introduction or Overview (if no Executive Summary)
- Market analysis (if business straddles more than one market, may need to analyze several)
 - Which market or industry category is relevant?
 - Industry/category size (nationally, statewide, or locally, whichever is most relevant for the business)
 - Industry trends and outlook
 - Typical sales and distribution channels
 - Price sensitivity
 - Market forecast – Is it likely to grow, shrink, or stay the same?
 - Demographic changes (if relevant)
 - Changes in consumer habits and preferences
 - Potential impact of technology
 - Target Customers (If more than type of target market, describe for each market segment)
 - Ideal client/customer
 - Location
 - Problems/Needs/Desires
 - Demographics – Age, gender, income level, education level
 - Psychographics – Attitudes, values, beliefs, lifestyle preferences
 - Size and growth potential
 - Purchase potential
- Company/Product Analysis
 - Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)
 - 4 Ps Analysis
 - Product
 - Price
 - Placement (Distribution)
 - Promotion
 - 5th P (if relevant) - People
 - Peers/Competitors
 - Similarities and differences
 - Strengths and weaknesses
 - Branding and Positioning
 - Value proposition

- Positioning statement
 - Key messages
- Marketing Goals for 1, 1-3, or 1-5 Years
 - Make them Specific, Measurable, Achievable, Relevant, Time-Bound (SMART)
 - Include sales goals if relevant
- Marketing Strategies and Tactics (Which strategies and tactics are most likely to enable the business to achieve its marketing goals in the desired time period?)
 - Digital and social media
 - Direct sales (stores, farm stands, kiosks, farmers markets, PYO)
 - eCommerce
 - Outreach
 - Events
 - Advertising (off and online)
 - Public relations
 - Partnerships and cross-marketing
 - Promotions
 - Demos/free trials/sampling
 - Print/sales collateral
 - Grassroots/guerilla marketing
- Marketing Plan/Calendar
 - What is the recommended marketing mix of strategies and tactics?
 - What specific activities must take place on a daily, weekly, monthly, quarterly and annual basis for the business to achieve its goals?
- Marketing Metrics
 - How will the business know if its marketing plan is working? How do they define and measure success?
 - What specific indicators will be tracked? Over what period of time?
 - How will they be measured and recorded?
 - How often will progress be reviewed? How will the plan be adjusted?
- Marketing Budget
 - What are the projected costs (time, money, and other resources) of the recommended activities in the plan?