

My Marketing Plan 2022

||| Check-in |||

marketingPlanMODE



Name of company: _____

Plan written by: _____

Instructions are provided by the lecturer

0. Business card

0.1 Who?

0.2 What?

"The elevator's pitch"

0.3 Which direction?

The business vision

0.4 When?

0.5 How much?

A critical success factor that isn't measured in monetary values

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--- Strategic Planning ---

Chapter 1 - Analysis of the Current Situation - past year

1.5. Marketing offer (offer-mix) to-date

An existing "importance-mix" among four elements

Quality of service	include Annex no. 1.5
Brand	
Price	
Physical features	

break-down the above rectangle into relative parts demonstrating the mix

1.6. Marketing promotion (promotion-mix) to-date




An existing "importance-mix" among seven elements

Distrib.-mix:	
Direct marketing	
Indirect marketing	
MarCom-mix:	include Annex no. 1.6
Advertising	
PR	
Sales' promotions	
Sponsorships	
Trade fairs	

break-down the above rectangles into relative parts demonstrating the mix




1.7. Actual strengths & weaknesses

1.7.1 Competitive advantages (as perceived by our clients)

	RSP/ESP1
	RSP/ESP2
	RSP/ESP3

Rational selling points (RSP), Emotional selling points (ESP)

1.7.2 Main weaknesses (as perceived by our clients)

include Annex no. 1.7

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Chapter 1 - Analysis of the Current Situation - past year

1.8. Actual perceptions: positioning

Our brand is best perceived by (our existing segments - see #1.4), in comparison to (competitive brands - see #1.3), as far as (RSPs or ESPs - see #1.7.1) are concerned.

include Annex no. 1.8

End of chapter 1 out of 4 - Analysis of the current situation (past year)

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Chapter 2 - Marketing Strategy & Objectives - next year

2.6. Transforming strengths & weaknesses into objectives (based on annex 2.6, setting at least two objectives)

In tune with the selected strategy (see #2.1), as of (see #0.4), we are going to...

include Annex no. 2.6

Annex no. 2.6

		Past & present Based on #1.7, page 2	
		Strengths	Weaknesses
Future	Opportunities	In (#0.4), we'll...	In (#0.4), we'll...
		SO ST	WO WT
	Threats	In (#0.4), we'll...	In (#0.4), we'll...

2.7. Improving perceptions next year: repositioning

Based on #1.7, page 3, a perceptual gap has to be created on a perceptual map to serve as the desired position (repositioning).

include Annex no. 2.7

2.8. Conducting yearly sales forecast

As of (see #0.4), our expected sales forecast is...

include Annex no. 2.8

End of chapter 2 out of 4 - Marketing strategy & objectives (next year)

3. Marketing Action Plan & Budget - next year

3.1. To pursue partnerships: 1+1>2
 (based on annex 3.1, trying to locate a complementing partner)

To collaborate with... *include Annex no. 3.1*

Annex no. 3.1

us		potential partner	
1	2	3	4
#1.7.1	#1.7.2	strengths	weaknesses
+	-	+	-
+	-	+	-
+	-	+	-

Content in column 1 can complement column 4, column 2 and 3 can do so respectively

3.2. To maintain successful marketing activities
 (consult #1.6)

To continue and...	To continue and...
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3.3. To adjust the offer
 In response to objective #2.4

Quality of service	To (verb)...
Brand	
Price	
Physical features	To (verb)...
	To (verb)...

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3. Marketing Action Plan & Budget - next year

3.4. To promote marketing activities
 In response to objective #2.5

Distribution-mix: Direct marketing Indirect marketing MarCom-mix: Advertising PR Sales' promotions Sponsorships Trade fairs	3.4.1 To (verb)...
	3.4.2 To (verb)...
	3.4.3 To (verb)...

3.5. To manage the marketing action plan projects
 Columns 2/3/4 can be rearranged as per the nature of the project

1	2	3		4	5
What? Based on #3.4	By who?	When? from to		How much?	Comments support column-1
1					
2					
3					
4					
5					

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3. Marketing Action Plan & Budget - next year

3.6. To set a periodical marketing budget
 Related to #2.8

R e s o u r c e s			E x p e n s e s		
Capital			#3.4.1		
Loans			#3.4.1		
Coop, see #3.1			#3.4.2		
			#3.4.3		
			Marketing research		
			Non-allocated		
Total		100%	Total		100%

End of chapter 3 out of 4 - Marketing action plan & budget (next year)

4. Measurable Results - periodically

4.1. The control bodies - **who** is to control our action plan?

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4.2. Main control tools - **how** to control our action plan?

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4.3. Control milestones in time - **when** to control?

01	02	03	04	05	06
07	08	09	10	11	12

4.4. Selected criteria of success - **what** to measure to thrive improvement?

Compare with #0.5 - Instructions are provided by the lecturer

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End of Chapter 4 out of 4 – Measurable results (periodically)

5. List of annexes

Annex 1.2 - Market quantitative analysis

Annex 1.3 - Competitive quantitative analysis

Annexes 1.5 & 2.4 - Offer-mix, analysis & objectives

Annex 1.6 & 2.5 - Promix, analysis & objectives

Annex 1.7 & 2.6 - Strengths & weakness, analysis & objectives

Annex 1.8 & 2.7 - Perceptions, analysis & objective

Annex 2.1 - Marketing strategy, priorities

Annex 2.8 & 3.6 - Yearly sales forecast

Annex 3.1 - Pursuing partnerships