

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 Benefits
 - Customer Beliefs
 - Importance Ratings
 - 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
 - Who
 - What
 - Why
 - When
 - Where
- Promotion
 - Objectives
 - Basic Awareness
 - Top-of-Mind Awareness
 - Information Awareness
 - Behavioral Awareness
 - Media
 - Channel
 - 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