

[Product Name] Marketing Plan

[Your Name]

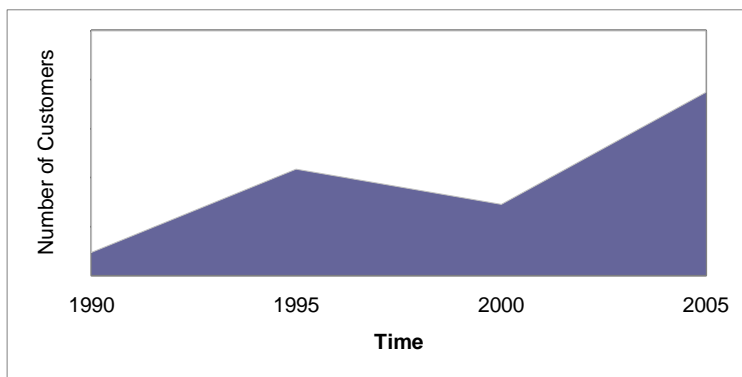
MARKET SUMMARY

Market: Past, Present, and Future

Review changes in the market, which can include:

- Market share.
- Leadership.
- Players.
- Competition.
- Market shifts.
- Costs.
- Pricing.

Market Cycle



Product Definition

Describe the product or service being marketed.

COMPETITIVE LANDSCAPE

Provide an overview of product competitors.

Competitor A

- Competitors' strengths
- Competitors' weaknesses

Competitor B

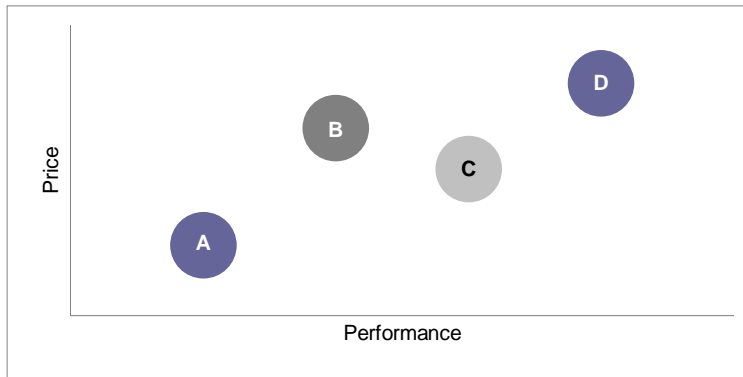
- Competitors' strengths
- Competitors' weaknesses

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 consumer groups.

LAUNCH STRATEGIES

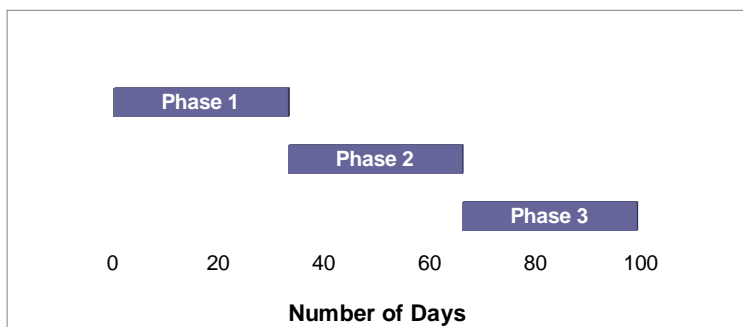
Launch Plan

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.

OTHER 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 AND FULFILLMENT

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 AND POLICIES

Pricing

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

Policies

Summarize policies relevant to understanding key pricing issues.

DISTRIBUTION

Distribution Strategy

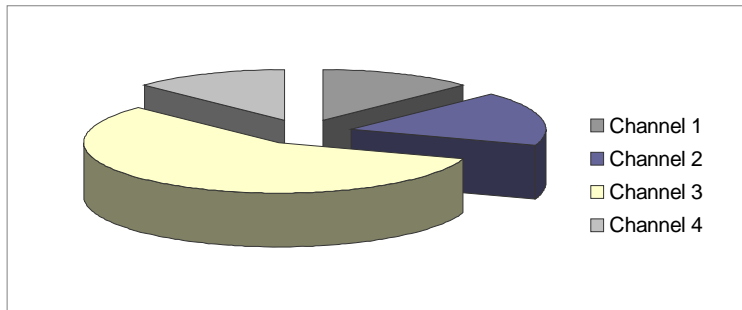
Summarize the strategy for distribution.

Channels of Distribution

Summarize the channels of distribution.

Distribution by Channel

Illustrate what percentage of distribution will be contributed by each channel. A pie chart might be helpful.



VERTICAL MARKETS/SEGMENTS

Discuss vertical market opportunities:

- Discuss specific market segment opportunities.
- Address distribution strategies for those markets or segments.
- Address use of third-party partners in distributing to vertical markets.

INTERNATIONAL

International Distribution

Discuss:

- Distribution strategies.
- Issues specific to international distribution.

International Pricing Strategy

Explain the strategy for marketing within other countries.

Translation Issues

Highlight requirements for local product variations.

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

