

Strategic Marketing Plan Outline

Developing an effective marketing plan requires time and expertise.
Below is a simple outline to help get you started.

EXECUTIVE SUMMARY

A brief overview of the proposed plan for management.

MARKETING SITUATION ANALYSIS

Relevant background data on the market situation, product, competition, distribution, and market trends.

- **Market Situation.** Defines market size, growth and key segments
- **Product Situation.** Provides sales, profit, trends, cost-of-goods-sold (COGS), spend, and distribution history by product
- **Competitive Situation.** Major competitors' size, share, strategies, spending, and comparisons
- **Distribution Situation.** Distribution channel and its relative importance in terms of percent of total sales, volume, distribution costs, growth potential, and competitive status
- **Target Market Situation.** End users in demographic, psychographic, and lifestyle terms; actionable information such as buyer wants, needs, attitudes, perceptions; and segment growth or decline
- **Macro-market Situation.** Demographic, economic, technological, political, social, and cultural trends that have a direct impact on the company

SWOT ANALYSIS

Internal Strengths and Weaknesses; external Opportunities and Threats; plus issues facing the organization and an opportunity analysis (filter down market 'universe' to your segment market share).

MARKETING OBJECTIVES

The goals of the plan including sales, market share, and profit. Marketing objectives may include sales revenue, sales volume, market awareness, distribution channels, and average price. Financial objectives may include gross sales, COGS, gross margin, net profit, cash flow, and Return-On-Investment (ROI).

MARKETING STRATEGY

The approach to how the marketing objectives will be achieved. Description of target markets, segments and customers, and product lines. The 4Ps of Marketing: Positioning, Pricing, Placement (distribution and sales channels), and Promotions; plus research and development and market research plans.

MARKETING PROGRAMS

The details of what will be done, who will do it, when it will be done, and how much it will cost. This includes a marketing budget and calendar.

PROJECTED PROFIT-AND-LOSS STATEMENT

The expected financial outcomes of the plan.

MARKETING ANALYTICS

Metrics used to monitor and measure the performance of the plan. May include Google Analytics, website, email, PR, SEO, SEM, social media, and event performance reports. Based on analysis, adjustments can be made to optimize performance and increase ROI.

Please contact us if you think that you can use some professional marketing help.
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