

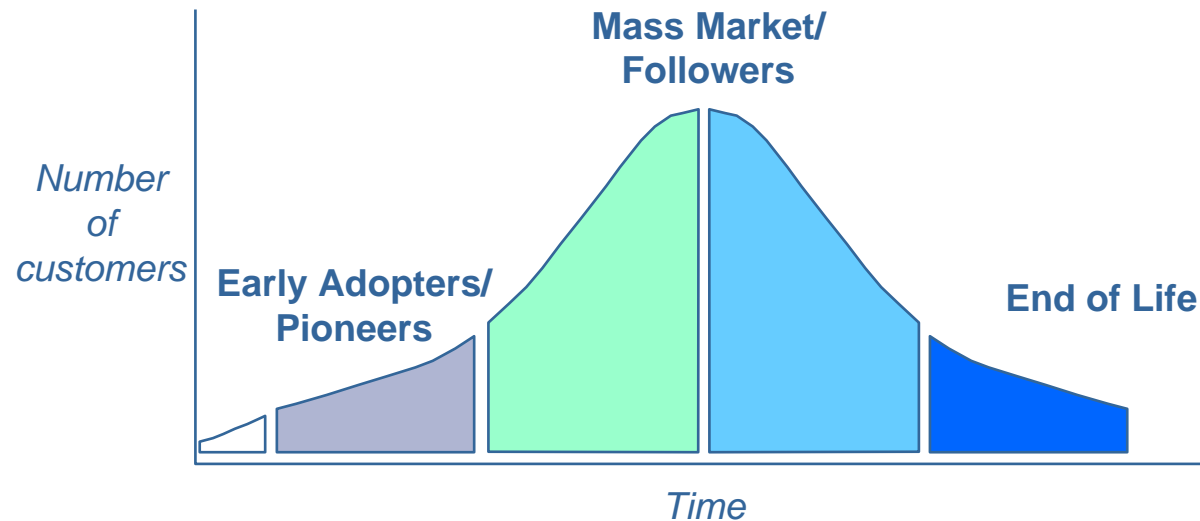


[Product Name]
Marketing Plan

[Name]

Market Summary

- **Market: past, present, & future**
 - Review changes in market share, leadership, players, market shifts, costs, pricing, competition





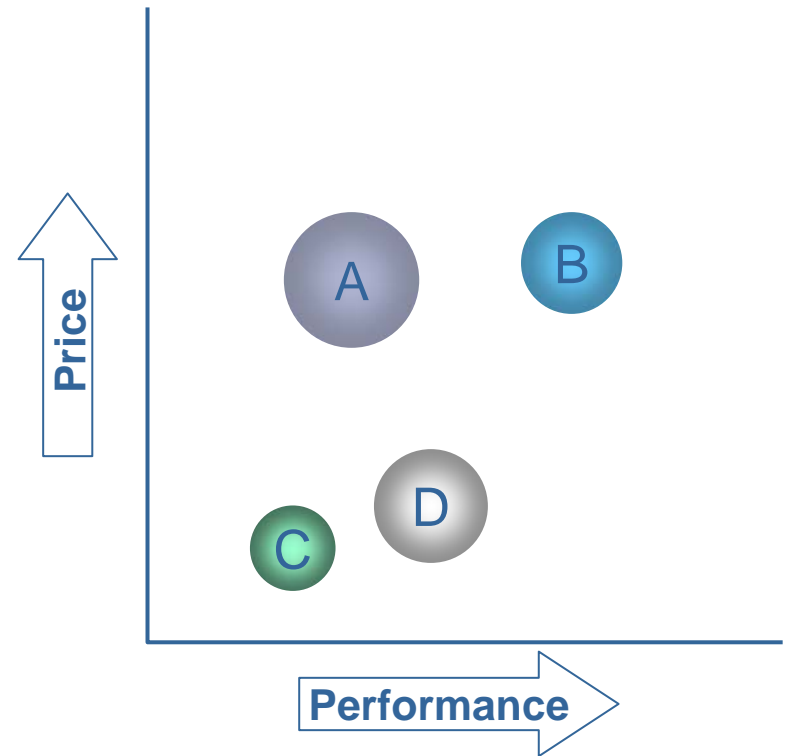
Product Definition

- **Describe product/service being marketed**



Competition

- **The competitive landscape**
 - Provide an overview of product competitors, their strengths and weaknesses
 - Position each competitor's product against new product





Positioning

- **Positioning of product or service**
 - Statement that distinctly defines the product in its market and against its competition over time
- **Consumer promise**
 - Statement summarizing the benefit of the product or service to the consumer



Communication Strategies

- **Messaging by audience**
- **Target consumer demographics**



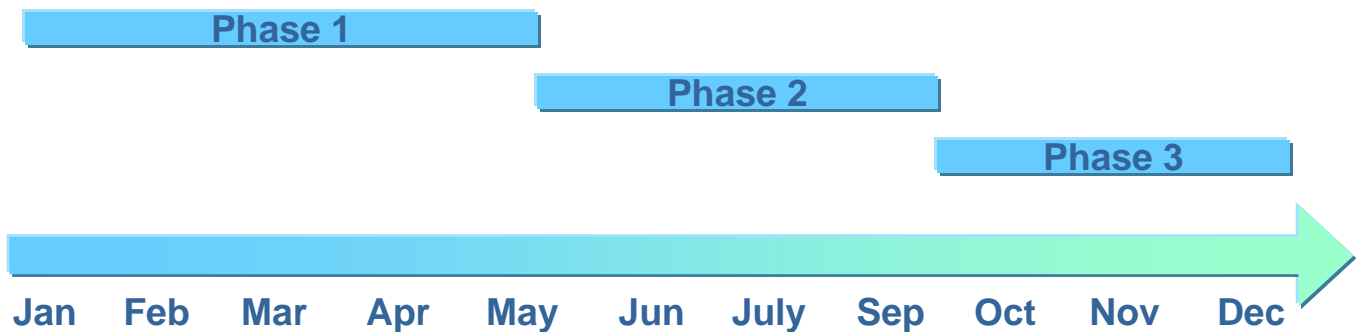
Packaging & Fulfillment

- **Product packaging**
 - Discuss form-factor, pricing, look, strategy
 - Discuss fulfillment issues for items not shipped directly with product
- **COGs**
 - Summarize Cost of Goods and high-level Bill of Materials



Launch Strategies

- **Launch plan**
 - If product is being announced
- **Promotion budget**
 - Supply back up material with detailed budget information for review





Public Relations

- **Strategy & execution**
 - PR strategies
 - PR plan highlights
 - Have backup PR plan including editorial calendars, speaking engagements, conference schedules, etc.



Advertising

- **Strategy & execution**
 - Overview of strategy
 - Overview of media & timing
 - Overview of ad spending



Other Promotion

- **Direct marketing**
 - Overview of strategy, vehicles & timing
 - Overview of response targets, goals & budget
- **Third-party marketing**
 - Co-marketing arrangements with other companies
- **Marketing programs**
 - Other promotional programs



Pricing

- **Pricing**
 - Summarize specific pricing or pricing strategies
 - Compare to similar products
- **Policies**
 - Summarize policy relevant to understanding key pricing issues



Distribution

- **Distribution strategy**
- **Channels of distribution**
 - Summarize channels of distribution
- **Distribution by channel**
 - Show plan of what percent share of distribution will be contributed by each channel -- a pie chart might be helpful



Vertical Markets/Segments

- **Vertical market opportunities**
 - **Discuss specific market segment opportunities**
 - **Address distribution strategies for those markets or segments**
 - **Address use of third-party partner role in distribution to vertical markets**



International

- **International distribution**
 - Address distribution strategies
 - Discuss issues specific to international distribution
- **International pricing strategy**
- **Localization issues**
 - Highlight requirements for local product variations



Success Metrics

- **First year goals**
- **Additional year goals**
- **Measures of success/failure**
- **Requirements for success**



Schedule

- **18-month schedule highlights**
- **Timing**
 - **Isolate timing dependencies critical to success**

