

Company Name
Marketing Plan



Social
savvy geek

Conversation online. Savvy?

City, State

Month Year

Name

Title

Company Background

Enter a short description of Your Company's background. This can include the location of the Company, when it was formed, by whom it was formed, and why the Company was formed.

Products or Services

What products or services does your Company offer?
Describe them here.

Market Analysis

Industry Size and Growth

Enter a market analysis by providing a brief history of the industry in which your Company will be doing business. Highlight the factors that affect growth and describe future growth projections and opportunities. Factors can include increasing populations, better transportation and accessibility (improvement of highway infrastructure), new housing developments, and growing demand.

Example: The industry has grown by 10% over the past decade. Over the five (5) year period from 2009 to 2014, sales grew by 26%. In 2010 the total sales were \$2 million. The industry will see continued annual growth of roughly 15% of the next five (5) years.

Industry Trends

Insert major industry trends. This includes pricing stability within the industry, operating margins, and growth within the industry.

Example: This industry continues to move toward growth and more analysts project that GMO free ice cream is a thing of the future. This sect is the traditional destination for consumers looking to have a modern health alternative to a classic dessert.

Target Market

Identify Your Company's target market. The target market is the ideal customers to whom your Company plans to sell directly. Your target may be based on a geographic location, individual customer characteristics and/or income level. If available, include additional studies and recommendation reports.

Example: The principal target market is anybody that passes by the Company's ice-cream store. In addition, the Company is targeting children parents do not approve of the nutritional value of ice cream. This target market is comprised of all income levels.

Competitive Analysis

The Competition

Who is Your Company's direct competition? Highlight what Your Company's competitors do, how they compare, the threat level they pose, and their strengths and weaknesses. Your business can learn much by analyzing competitors and determining what is working for them and what is not. By applying this useful information to the planning and management of your own business, you can avoid common mistakes while maximizing revenue potential.

Example: The Company's direct competition is Berry Yogurt which is down the block. Berry Yogurt offers consumers self-serve frozen yogurt. We believe consumers like the self-serve model, so we want to be the first Company to employ self-serve ice cream, rather than frozen yogurt.

Competitive Analysis

Barriers to Entry

What are the barriers to Your Company's market?

Barriers to market entry determine how difficult it is to enter any given market. It is important to assess these barriers, not only for your Company, but also for potential new market entrants (competitors). Low barriers to entry make it easier for your Company to enter the market, but also increases the threat of competition. Barriers to entry can include high construction costs, high start up costs, and political and governmental regulations.

Example: Other than the costs of starting up, there are not many barriers to entering the frozen dessert market. The Company acknowledges that additional competitors can easily open nearby.

Competitive Analysis

SWOT Analysis

What are the strengths of your Company in the marketplace? Strengths can include central location, high quality products or services, and economic pricing.

Example: The Company prides itself on all natural and GMO free ice cream, which is a unique combination in the frozen dessert industry.

What are the weaknesses of your Company in the marketplace? Weaknesses can include poor location, poor reputation, and undifferentiated products.

Example: The Company's weakness is its proximity in location to Berry Yogurt, a direct competitor.

On what marketplace opportunities can your Company capitalize? Opportunities can include a strong online presence, marketing alliances, unmet demand in your business sector, and community involvement.

Example: There is an unmet demand in the market for healthy and natural frozen desserts which the Company is attempting to address directly.

What are the threats to your Company in the marketplace? Threats can include economic downturns,

inflation, and increased competition within your industry.

Example: The main threat to the Company is additional competitors that can easily open nearby due to low barriers to market entry.

Marketing Strategy

What is Your Company's marketing strategy? A marketing strategy is a plan that identifies the best way for your Company to use its resources to increase sales. There are several different tactics to consider. Trademarks, logos, and slogans can be effective for brand recognition and awareness. Print advertisements and direct mailings provide an economic means of communicating Your Company's products or services to a wide population. Other factors to consider are online marketing, customer service public relations, customer surveys, and marketing alliances.

Example: The Company is planning to hire a copywriter who will develop a catchy slogan which we will trademark. We will hire a brand development Company to develop our logo and brand standards. Initially, the Company plans to send out direct mailers due to their economy and ease. The Company plans to hire a web developer to set up our website and outsource online marketing to a capable agency that will handle blogging, email marketing, and social media. Eventually, we will increase the budget to include PPC and SEO.

Promotion Strategy

How will your Company generate interest leads, and conversions? What specific tactics will your Company use. In what type of events, organizations, associations, and communities will your Company and its representatives attend and invest time and effort? Be as specific as possible.

Example: The Company will have a membership in the Frozen Dessert Association. The Company will send a representative to the local chamber of commerce and an appropriate chapter of Business Networking International (BNI).

Marketing Budget

Insert Your Company's marketing budget. Your marketing budget is helpful in planning how and when to concentrate your marketing efforts and dollars, and is typically 2%-50% of total sales, yet can be higher for new businesses. To establish an appropriate marketing budget for your Company use industry averages and compare your budget to that of your competition as much as possible.

Example: For the first three (3) months, the Company will devote 50% of all revenue to marketing. After the initial three (3) month period, the Company will reassess its marketing efforts and either scale back or increase the marketing budget depending on revenue.

Pricing Strategy

There are several different pricing strategies that your business may use to attract customers/clients and maximize profits. This decision is primarily based on the nature of the products or services being offered and how your business prefers to position itself in the marketplace. There are four (4) commonly used pricing strategies.

Penetration Pricing is when prices are set low at first, and then raised after market share had been gained. This strategy is commonly used by new businesses.

Premium Pricing is primarily used by businesses operation in a niche, specialty, or luxury market, where products or services are being offered are unique, rare, or extravagant.

Economy Pricing is a strategy based on offering products or services at the lowest cost possible.

Price Skimming is a strategy that is ideal for new products and services, where there is no immediate direct competition. Initially the price is set high. However, when competition arises and similar products are introduced into the marketplace the prices are progressively lowered, "skimming" each layer of the

market until the low price wins over more frugal or thrifty buyers.

Example: The Company will test the penetration pricing model whereby prices are set low at first and then raised after the market share has been gained.

Sales Forecast

What is Your Company's sales forecast? Enter Your Company's sales forecasts, what they are based on and how they will be achieved. It is imperative to project both monthly and annual sales forecasts for your Company. The forecasts should be consistent with Your Company's marketing goals and objectives. Projections should be conservative and realistic.

Example: The Company projects sales will be at \$20,000 per month and \$240,000 annually.

Revenue Goals

What are Your Company's short term revenue goals?

Short term revenue goals can span anywhere from 30 days to 120 days. Set a conservative and realistic estimate. Setting and accomplishing short term revenue goals will help in the pursuit and achievement of long term revenue goals. Short term revenue goals are important because they help your business gauge whether your marketing and sales plans are being implemented effectively or whether they need to be honed and refined.

Example: The Company's short term revenue goals are \$20,000 per month. These figures will be reviewed on a monthly basis to ensure that the goals are being met.

What are Your Company's long term revenue goals? Long term revenue goals can span anywhere from six (6) months to several years. Long term revenue goals serve the important purpose of determining whether short term revenue goals are feasible. If long term revenue goals are not being met, short term revenue goals should be readdressed.

Example: The Company's long term revenue goals are \$240,000 per year. The revenue figures will be reviewed on a monthly basis to ensure that the Company is on track for meeting long term revenue goals.

Appendix

This is where you attach supporting documentation and research that backs up or supports your plan.

I. Full Listing of Products and Services

II. Market Research

III. Competitor Research

IV. Detailed Budget

V. Marketing Calendar

VI. Editorial Calendar

VII. Sales Tracker