

Marketing Plan

strategy slides

Marketing Plan

- Executive Summary
- Company Overview
- Market Analysis
- Marketing Objectives
- Marketing Strategy
- Marketing Budget
- Implementation
- Control

Marketing Plan on Page

Vision

Purpose

Goals

Goal	2017	2018	2019
Revenue	100M	120M	150M
Profit	20M	25M	30M
Market Share	10%	12%	15%

Vision Purpose

Sales Forecast

Product Line	2017	2018	2019
Product A	50,000	60,000	70,000
Product B	30,000	35,000	40,000
Product C	20,000	25,000	30,000

Sales forecast

Profit statement

	2017	2018	2019
Revenue	100M	120M	150M
Cost of Goods Sold	80M	95M	115M
Gross Profit	20M	25M	30M
Operating Expenses	15M	18M	22M
Operating Profit	5M	7M	8M

Profit statement

Marketing Budget

Category	2017	2018	2019
Advertising	10M	12M	15M
Promotions	5M	6M	8M
Public Relations	2M	3M	4M
Direct Mail	3M	4M	5M
Other	1M	1M	1M

Marketing Budget

Key Issues and Strategies

Key Issue	Strategy
Market Share	Focus on product differentiation and customer loyalty.
Profitability	Optimize marketing mix and reduce costs.
Customer Satisfaction	Implement a comprehensive customer service program.

Key Issues & Strategies

Strategy #1: Drive sales by advertising (top's "key to success")

Strategy #2: Drive sales by advertising (top's "key to success")

Strategy #3: Drive sales by advertising (top's "key to success")

Strategy page

Brand Strategy Roadmap

Brand Strategy Roadmap

Brand Communications Plan

Brand Positioning

Brand Messaging

Brand Identity

Brand Voice

Brand Personality

Brand Values

Brand Promise

Brand Communications

Innovation Plan

Product Innovation

Service Innovation

Process Innovation

Business Model Innovation

Marketing Innovation

Innovation Plan

Selling and Retail Plan

Selling Strategy

Retail Strategy

Channel Strategy

Partnership Strategy

Competitive Strategy

Selling / Retailing

Competitive Defense Plan

Competitive Analysis

Competitive Strategy

Competitive Advantage

Competitive Response

Competitive Action

Competitive Defense

Marketing Plans

Malcolm McDonald



Marketing Plans:

Marketing Plans Malcolm McDonald, 2007-03-13 Now in its 6th edition Marketing Plans is a highly renowned international bestseller The book has been thoroughly revised throughout and every chapter has been carefully updated with special attention paid to the latest developments in e marketing CRM and new planning practices Marketing Plans is designed as a total user friendly learning resource Careful use of layout and colour ensures the text has maximum clarity and the list of learning features includes Key Concepts Crucial Terms Examples Headlines Marketing Insights Case Studies Exercises The book is established as essential reading for all serious professional marketers and students of marketing both undergraduates and those on professional courses for CIM and CAM Above all it provides a practical hands on approach for implementing every single concept included in the text A comprehensively revised and updated edition of the definitive and internationally bestselling guide to Marketing Planning Retains the practical step by step approach that gives the book unique clarity Incorporates all the latest thinking in e marketing CRM and new planning practices **The Marketing Plan** John Westwood, 2002 A well devised marketing plan can improve a company s performance and should be the focus of all marketing aims proposals and activities This practical guide should clarify the complexities faced by those responsible for compiling a plan and sets out clear guidelines on how to go about this task **Marketing Plans** Malcolm McDonald, Hugh Wilson, 2016-09-26 A fully revised and updated 8th edition of the highly renowned international bestseller The 8th edition of this highly acclaimed bestseller is thoroughly revised with every chapter having been updated with special attention to the latest developments in marketing Marketing Plans is designed as a tool and a user friendly learning resource Every point illustrated by powerful practical examples and made actionable through simple step by step templates and exercises The book is established as essential reading for all serious professional marketers and students of marketing from undergraduate and postgraduate to professional courses for bodies such as CIM Above all it provides a practical hands on guide to implementing every single concept included in the text New chapters and content include A Does it Work feature throughout demonstrating examples of real successes using the processes in the book More substantial coverage of consumer behaviour to balance the book s focus with B2B planning Digital techniques and practices brought fully up to date Also includes a comprehensive online Tutors Guide and Market2Win Simulator for those who teach marketing strategy **Marketing Plans** Malcolm McDonald, 2007 A handbook for marketing planning **Marketing Plans That Work** Malcolm McDonald, Warren Keegan, 2002 This practical step by step guide to successfully preparing and executing a marketing plan combines the very best of current practice with necessary theoretical and technical background **The Marketing Plan Handbook** Robert W. Bly, 2015-08-11 Deliver Big Picture Marketing Plans for Pennies on the Dollar Sometimes you don t need a big budget to succeed in marketing you only need creativity based on a solid strategic plan Successful marketing expert and copywriter Robert W Bly cuts through the clutter of short lived marketing techniques and trendy gimmicks to

reveal the critical steps you need to cross over from business owner to marketplace competitor Dishing bite sized lessons supported by in chapter exercises and end of chapter actions Bly coaches you in creating an effective marketing plan that produces the results of an expensive marketing consultant without the hefty cost Learn how to Develop a clear business vision Position your business and services strategically Research your market and target your ideal client Integrate online and offline marketing Put measurements in place to assess marketing tactics Create an effective implementation schedule Review and troubleshoot for future success and growth Whether embarking on a new venture or reviving your current business plan this practical handbook provides the next steps toward business success and survival Brilliant Marketing Plans ePub eBook Ian Linton,2012-07-09 Provides a practical and project based approach so you can put marketing plans into action quickly and effectively Following a brief overview of the planning process each chapter provides a self contained guide to planning a specific marketing task the range of plans included cover the most common challenges facing marketing teams in both consumer and business to business sectors Includes templates and worked up marketing plans and is rigorous and thorough equipping you with plans that really work *Breakthrough Marketing Plans* Tim Calkins,2016-04-30 Almost every company creates a marketing plan each year and many spend hundreds of employee hours researching preparing and presenting their tomes to senior executives But most marketing plans are a waste of time they are too long too complicated and too dense They end up sitting on a shelf unread and unrealized Breakthrough Marketing Plans is an essential tool for people who create marketing plans and people who review them The book provides simple clear frameworks that are easy to apply and highlights why marketing plans matter where they go wrong and how to create a powerful plan that will help build a strong profitable business **Marketing Plans for Services** Malcolm McDonald,Pennie Frow,Adrian Payne,2011-07-20 Marketing Plans for Services Third Edition is written in a pragmatic action orientated style and each chapter has examples of marketing planning in practice The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing The marketer is taken step by step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness These include marketing intelligence systems market research organization development stages marketing orientation Marketing Plans for Services is for marketers in the service sector and students of marketing Marketing Plans for Services is clearly the premier text in the field From an explanation of why services are driving all marketing activities to measuring the results and all things in between this new and updated text explains why and how services are the key elements for most all 21st century organizations Follow the masters of service marketing to marketplace success Professor Don Schultz Northwestern University McDonald Frow and Payne have worked extensively

with a wide range of service businesses across the globe in successfully realising their growth opportunities This experience shows in this practical text which contains all one needs to know in developing and implementing successful marketing plans for service organizations This book represents a tested roadmap for planning services marketing success and combines an excellent balance of key concepts frameworks and tools with practical advice Their proven step by step marketing planning system for services and the examples of marketing plans make this a must have book that should be on the desk of any forward thinking services marketer Mark Veyret Global Business Development Leader PricewaterhouseCoopers Marketing planning is crucial today where increased competition complexity and the internet forces you to redefine your marketing strategy and focus more clearly on what is required to achieve improved results If not you will not succeed in meeting these challenges McDonald Frow and Payne are internationally recognized authorities in marketing planning and services marketing Based on their extensive experience across in helping organizations from a wide range of service sectors this book gives you the practical how to skills to successfully implement strategic marketing plans Bob Barker Vice President of Corporate Marketing and Digital Engagement Alterian

Marketing Plans for Service Businesses Malcolm McDonald, Adrian Payne, 2006 Marketing Plans for Service Businesses is the answer to the challenge of creating marketing plans that produce significantly improved bottom line results It is written in a pragmatic style and each chapter has examples of marketing planning in practice

Marketing Plans Malcolm McDonald, Hugh Wilson, 2011-03-29 Now in its 7th edition Marketing Plans is a highly renowned international bestseller The book has been thoroughly revised and every chapter has been carefully updated with special attention to the latest developments in marketing To accomplish this Professor Malcolm McDonald has been joined in this edition by Professor Hugh Wilson a leading expert on CRM and multichannel strategy as well as marketing planning Major changes to this edition include new chapters based on the very latest research on Planning for integrated marketing communications and digital marketing Developing multichannel strategy Developing the CRM plan Marketing effectiveness and accountability Marketing Plans is designed as a tool and a user friendly learning resource Every point illustrated by powerful practical examples and made actionable through simple step by step templates and exercises The book is established as essential reading for all serious professional marketers and students of marketing from undergraduate and postgraduate to professional courses for bodies such as CIM Above all it provides a practical hands on guide to implementing every single concept included in the text It is clearly and powerfully written and is probably the best book on the theory and practice of marketing planning ever written It is a best seller in Europe and I strongly recommend the book to anyone with an interest in marketing planning Warren J Keegan Professor of International Business and Marketing Director Institute for Global Business Strategy Pace University New York I am extremely impressed by the step lucidity of what is presented Dr D H Eaton North Carolina University A book reaching the quantities sold of Marketing Plans must be a book that is really used It is not difficult to see why Malcolm McDonald writes about what to do in marketing and how to do it

Unlike many academic marketing writers he will never let you forget that marketing ends with ing Kenneth Simmonds Professor of Marketing and International Business London Business School Malcolm McDonald is clearly one of the most respected Professors of Marketing in Europe and the author of a number of outstanding books The fact that Marketing Plans has been such a massive seller offers testimony of this McDonald writes with clarity and insight that is becoming increasingly rare today It is powerful up to date and has proved that it works I recommend it to you John D Ryans Jr Bridgestone Professor of International and Professor of International Marketing Kent State University Ohio **Anatomy of a Business Plan** Linda Pinson,2008 From envisioning the organizational structure to creating the marketing plan that powers growth to building for the future with airtight financial documents this guide provides the tools to create well constructed business plans Beginning with the initial considerations this handbook offers proven step by step advice for developing and packaging the components of a business plan cover sheet table of contents executive summary description of the business organizational and marketing plans and financial and supporting documents and for keeping the plan up to date Four real life business plans and blank forms and worksheets provide readers with additional user friendly guidelines for the creation of the plans This updated seventh edition features new chapters on financing resources and business planning for nonprofits as well as a sample restaurant business plan How Come Your Marketing Plans Aren't Working? Malcolm McDonald,2002 With more than a quarter million copies sold world wide of his acclaimed book Marketing Plans Malcolm McDonald is in a unique position to write this his first quick fix guide for busy practitioners who need results now He has pared down the detailed advice originally found in his 500 page tome to give readers a concise guide to the essentials of what makes a plan work He sets a challenge for readers to test their own understanding with a series of exercises and looks at the problems of marketing planning the common obstacles and advises on how to overcome them This is a little book with big ambition to help managers help themselves to deliver marketing plans that deliver results Contents include understanding marketing planning how marketing planning fits with corporate planning the marketing planning process and its output the plan defining markets and segments prior to planning and lots more Copyright Libri GmbH All rights reserved *The 1-day Marketing Plan* Roman G. Hiebing,Scott W. Cooper,1992 Identify opportunities and create a thoughtful real world marketing plan that will help your business grow Hiebing and Cooper break down the planning process into 10 basic but critical steps that provide the means to organize and complete a plan that will help you attain your marketing objectives Extensive worksheets model formats and time saving tips and methods are readily adaptable to your own marketing plans The Marketing Plan William A. Cohen,2005-12-09 Create winning marketing plans like the pros Whether you re starting a new business or launching a new product line within a company you won t be able to succeed without a clear plan that defines your goals and how you will achieve them Now best selling author William Cohen equips you with the knowledge tools and techniques you ll need to develop marketing plans like the pros The Marketing Plan 5th Edition presents step by step procedures from

scanning your environment and establishing goals and objectives to developing marketing strategies and tactics to presenting and implementing your plan and everything in between When you complete the book you will not only know what to do but also how and why With this practical guide you get Step by step instructions This easy to follow logical approach keeps you clearly focused on what you need to do to develop a successful marketing plan Time saving forms These worksheets including 20 new to this edition help you with different marketing planning tasks such as profiling target markets and establishing an advertising and publicity budget Actual marketing plans from readers who have used the book This new Fifth Edition features three new sample marketing plans These plans show how readers have adapted the basic ideas in this book and translated them into successful marketing plans Health Care Marketing Plans Steven G. Hillestad, Eric N. Berkowitz, 1991 Health Care Marketing Plans offers health care managers marketeers step by step advice on how to develop implement a successful marketing strategy for their facility **Health Care Marketing Management** Montague Brown, 1992 This informative guide to marketing offers you a wealth of ideas for surviving and thriving in the tough competition of health care today You ll learn about marketing approaches through a wide range of programs market segmentation product line marketing marketing physician services using PR advertising building patient loyalty the hospital product mix outcome marketing more With Health Care Marketing Management on hand you ll have a guide to the most successful up to date strategies techniques You ll be able to sort through the confusion surrounding health care marketing and select the right methods for your organization **Marketing Plans In A Week** Ros Jay, John Sealey, 2012-07-06 Marketing planning just got easier Nothing can bring a business greater rewards than getting its marketing right If you have formed a company it is vital to market your products or services and to make consumers aware of your business It doesn't matter how good your products or services are if your marketplace doesn't understand what it is you do why that is going to be of value to them and why they should buy from you and not the competition Well thought out marketing approaches attached to a good marketing plan can be the key to your success Great marketing will grab people's attention bringing you more customers more sales and more profits The way you market your company's brand products and services can mean the difference between you or your competitor getting the sale Having a good marketing plan in place and enabled will not only unlock huge potential for your business but also help you run your enterprise more smoothly and effectively This book will give you the information and skills you need to develop a sound marketing plan In a week you will learn how to draw up the kind of plan that not only will impress the bank but can be used as your guide to delivering market awareness and to attracting winning and keeping sales opportunities Whether you choose to read it in a week or in a single sitting this is your fastest route to success Sunday What is a marketing plan Monday Asking questions Tuesday Researching the answers Wednesday The objectives Thursday Converting objects into action plans Friday Putting the plan together Saturday Using the marketing plan **Malcolm McDonald on Marketing Planning** Malcolm McDonald, 2007 Presents

the essentials of marketing plans and the strategic marketing planning process including defining markets and segments setting marketing objectives and strategies advertising and sales promotion strategies and price and sales strategies

Creating Customer Value Through Strategic Marketing Planning Edwin J. Nijssen, Ruud T. Frambach, 2001

Creating and delivering superior customer value is essential for organizations operating in today's competitive environment. This applies to virtually any kind of organization. It requires a profound understanding of the value creation opportunities in the marketplace, choosing what unique value to create for which customers and to deliver that value in an effective and efficient way. Strategic marketing management helps to execute this process successfully and to achieving sustainable competitive advantage in the market place. *Creating Customer Value Through Strategic Marketing Planning* discusses an approach that is both hands on and embedded in marketing and strategy theory. This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools. The structure of the book guides the reader through the process of writing a strategic marketing plan. Suggestions for using the tools help to apply them successfully. This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools. Furthermore, it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations.

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