

How to build a marketing plan that everyone can follow

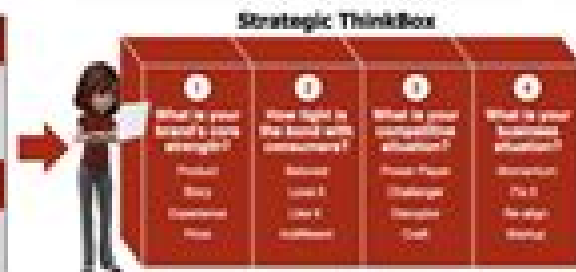
1 Start with a deep-dive business review to look at every area surrounding the brand.

- **Market:** Macro view, economic indicators, consumer behavior, technology, political
- **Consumer:** Target, buying habits, trends, consumer enemies, key insights
- **Channels:** growth channels, major customers, available tools and programs
- **Competitors:** Performance, positioning, innovation, pricing, distribution, perceptions.
- **Brand:** Funnel, reputation, tracking results, pricing, distribution, financial analysis.

2 Summarize the drivers and inhibitors currently facing brand. Map out the risks and opportunities for future.

Drivers	Inhibitors
Factors of strength or inertia that accelerates your brand's growth.	Weaknesses or friction slows brand down, leak to fix
Opportunities	Threats
Changing consumer needs, technologies, channels, legal.	Competitor launch, trade barriers, customer preference.

3 Use strategic questions to help you frame the key issues facing your brand.



5 Put everything together into our plan on a page including the vision, key issues, goals strategies and execution plan.

4 We use our ThinkBox questions to come up with specific key issues, then use strategies to frame how to move next



Key Issues

1. What's the priority for growth: driving new users or driving frequency among current users?

2. How do we fix the distribution gaps to add to Gray's momentum?

3. How to defend Gray's against the proposed Q1 2024 'healthy cookie' launch from Nabisco

Strategies

1. Drive trial by advertising Gray's "stay in control" positioning

2. Fix Gray's distribution gaps with a sales force blitz at mass and drug

3. Attack Nabisco's 'healthy' credibility by having 60% higher calories

Marketing Plan A Step By Step Guide

Lei Shi



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