

Marketing Plan

strategy slides



Marketing Plan

1. Executive Summary

2. Introduction

3. Market Analysis

4. Marketing Objectives

5. Marketing Strategies

6. Marketing Budget

7. Marketing Implementation

8. Marketing Control

9. Conclusion

10. Appendix

Marketing Plan on Page



Vision

1. To be the leading provider of high quality products and services in the market.

Purpose

1. To provide a clear direction for the company's future growth and development.

Goals

Goal	2021	2022	2023
Revenue	100M	120M	150M
Profit	20M	25M	30M
Market Share	15%	18%	22%
Customer Satisfaction	85%	88%	90%
Employee Satisfaction	80%	82%	85%

Vision Purpose



Sales Forecast

Product Line	Q1	Q2	Q3	Q4	Annual Total
Product A	100	120	150	180	550
Product B	80	100	120	150	450
Product C	60	80	100	120	360
Product D	40	60	80	100	280
Product E	20	40	60	80	200
Total	300	380	460	530	1670

Sales forecast



Profit statement

	2021	2022	2023
Revenue	100M	120M	150M
Cost of Goods Sold	(40M)	(48M)	(60M)
Gross Profit	60M	72M	90M
Operating Expenses	(20M)	(25M)	(30M)
Operating Profit	40M	47M	60M
Interest Expense	(5M)	(6M)	(7M)
Income Before Taxes	35M	41M	53M
Taxes	(8M)	(9M)	(11M)
Net Profit	27M	32M	42M

Profit statement



Marketing Budget

Category	Q1	Q2	Q3	Q4	Annual Total
Advertising	100	120	150	180	550
Promotions	80	100	120	150	450
Public Relations	60	80	100	120	360
Direct Mail	40	60	80	100	280
Events	20	40	60	80	200
Total	300	380	460	530	1670

Marketing Budget



Key Issues and Strategies

Key Issue	Strategy
1. Low market share in the core market.	1. Increase market share by focusing on core market.
2. High competition in the core market.	2. Differentiate products and services from competitors.
3. Limited resources for marketing.	3. Focus on high-impact marketing activities.

Key Issues & Strategies



Strategy

1. Drive sales by advertising (top's "key to success")

Strategy Objectives

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Strategy Implementation

- 1. Increase advertising budget by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Strategy Evaluation

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Strategy page



Brand Strategy Roadmap

1. Drive sales by advertising (top's "key to success")

Brand Strategy Objectives

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Brand Strategy Implementation

- 1. Increase advertising budget by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Brand Strategy Evaluation

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Brand Strategy Roadmap



Brand Communications Plan

1. Drive sales by advertising (top's "key to success")

Brand Communications Objectives

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Brand Communications Implementation

- 1. Increase advertising budget by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Brand Communications Evaluation

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Brand Communications



Innovation Plan

1. Drive sales by advertising (top's "key to success")

Innovation Objectives

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Innovation Implementation

- 1. Increase advertising budget by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Innovation Evaluation

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Innovation Plan



Selling and Retail Plan

1. Drive sales by advertising (top's "key to success")

Selling and Retail Objectives

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Selling and Retail Implementation

- 1. Increase advertising budget by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Selling and Retail Evaluation

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Selling / Retailing



Competitive Defense Plan

1. Drive sales by advertising (top's "key to success")

Competitive Defense Objectives

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Competitive Defense Implementation

- 1. Increase advertising budget by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Competitive Defense Evaluation

- 1. Increase sales by 10% in the core market.
- 2. Increase market share by 5% in the core market.
- 3. Increase profit by 5% in the core market.

Competitive Defense

Marketing Planning And Strategy

Phil Megicks, Jim Blythe



Marketing Planning And Strategy:

Marketing Planning & Strategy Subhash C. Jain, 2000 Uses a variety of analytical frameworks to demonstrate how companies formulate and implement strategy Explores marketing strategy from the viewpoint of the business unit and clearly distinguishes marketing strategy from marketing management Includes 29 real life cases with questions plus chapter summaries and discussion questions This sixth edition adds material on the global market emphasizes the role of the Internet and brings an international focus Eighteen cases are new **Marketing Planning e book** Phil Megicks, Jim

Blythe, 2011-01-10 Marketing Planning provides an overview of the essential elements of marketing planning with a particular emphasis on the components of the marketing planning process whilst highlighting the three core themes of environment strategy and context The book features an innovative running case study which follows a company through the entire process of marketing planning stage by stage and chapter by chapter finishing with a completed marketing plan

Strategic Marketing: Planning and Control Graeme Drummond, John Ensor, Ruth Ashford, 2007-06-01 Strategic Marketing planning and control covers contemporary issues by exploring current developments in marketing theory and practice including the concept of a market led orientation and a resource asset based approach to internal analysis and planning The text provides a synthesis of key strategic marketing concepts in a concise and comprehensive way and is tightly written to accommodate the reading time pressures on students The material is highly exam focused and has been class tested and refined Completely revised and updated the second edition of Strategic Marketing planning and control includes chapters on competitive intelligence strategy formulation and strategic implementation The final chapter featuring mini case studies has been thoroughly revised with new and up to date case material *Marketing Strategy* Orville C. Walker, Harper W.

Boyd, Jean-Claude Larréché, 1996 This text focuses on product market entry level strategy examining the content of specific strategies appropriate for difference market and competitive situations as well as the organizational and managerial issues involved in implementing those strategies Real world examples are used to illustrate concepts and procedures and demonstrate their practical significance The text comes bound with GAMR a Global Allocation Marketing Resources simulation This edition includes a chapter on international issues Marketing Planning and Management Alexander Chernev, A company's future hinges on its ability to develop successful market offerings that create superior value for target customers the company and its collaborators Market success is rarely an accident it is typically a result of diligent market analysis planning and management To succeed in the market a company must have a viable business model and an action plan to make this model a reality The key aspects of the process of marketing planning and management and the G STIC framework for developing an action plan are the focus of this note The discussion of marketing planning and management is complemented by an in depth overview of three additional topics developing a marketing plan conducting a marketing audit and the key project management frameworks This note is an excerpt Chapter 3 from Strategic Marketing Management

Theory and Practice by Alexander Chernev Cerebellum Press 2019 **Marketing Planning & Strategy** ,1963 Analysis for Marketing Planning Donald R. Lehmann,Russell S. Winer,1994 Analysis for Marketing Planning 6 e by Lehmann and Winer focuses on the analysis needed for sound Marketing decisions and is structured around the core marketing document the Marketing Plan Whether studying Marketing strategy or Product Brand Management decisions students need to be able to make decisions based from sound analysis This book does not attempt to cover all aspects of the marketing plan rather it focuses on the analysis pertaining to a product s environment customers and competitors **Marketing Planning Guide** Robert E. Stevens,2006 THE CLASSIC guide to develop a marketing plancompletely updated The newly revised Marketing Planning Guide Third Edition is the step by step guide that gives you the tools to prepare an effective marketing plan for a company product or service With over 50 pages of updated material this classic textbook has the solid foundation of knowledge and philosophy of the previous editions while adding essential new information on Internet marketing business ethics and an illustrative sample business plan Worksheets at the end of each chapter guide you in creating your own planonce all the worksheets are completed you will have roughed out your own complete marketing plan The accompanying instructor s package includes a helpful manual a detailed sample course syllabus and a test bank featuring a multiple choice and true false questions for each chapter with answers This edition of the Marketing Planning Guide contains clear tables and diagrams is fully referenced and has updated examples for easy understanding of concepts It shows how to analyze the market consumers the competition and opportunities develop strategy and marketing objectives make product place promotional and price decisions realize the financial impact of marketing strategies implement audit and control your marketing plan And now the Marketing Planning Guide Third Edition is updated to include extensive information on Internet marketing new examples illustrating the process a complete sample marketing plan end of chapter worksheets providing step by step instructions Internet data sources This is the definitive book for marketing professionals who want to use a hands on approach for learning the planning process It will guide anyone through the steps of preparing an effective marketing plan

Marketing Planning Guide, Second Edition Robert E. Stevens,David L. Loudon,Bruce Wrenn,William E. Warren,2021-11-18 This newly revised book presents systematic approaches to developing marketing plans for products services and other situations Philosophically sound and practically oriented Marketing Planning Guide Second Edition examines principles and their applications to provide a complete understanding of the marketing planning process All aspects of marketing planning including situation analysis objectives strategy control and implementation are thoroughly treated Worksheets at the end of each chapter guide you in creating your own plan once all the worksheets are completed you will have roughed out a complete marketing plan Marketing Planning Guide Second Edition is a valuable resource for the practitioner of marketing who is involved in the planning process and the student who is interested in learning more about what the marketing plan should contain and how to prepare it This book shows you how to analyze the market consumers the

competition and opportunities develop strategy and marketing objectives make product place promotional and price decisions realize the financial impact of marketing strategies implement audit and control your marketing plan Changes for this second edition include more tables more and newer references and updated case studies to open each chapter The final chapter Marketing Plan Implementation is also all new The material in this book has been classroom tested for both readability and comprehension as well as usefulness in preparing a marketing plan as part of a course assignment The accompanying instructor s package to Marketing Planning Guide includes a helpful 150 page instructor s manual and over 175 slide transparencies The manual provides a detailed sample course syllabus along with a test bank featuring a multiple choice or true false test for each chapter along with an answer key The transparencies are prepared to reinforce the key points of each chapter and includes many charts figures and lists This helpful instructor s pack will save you time and will help make your course effective and thorough

Marketing Planning and Strategy/, 1974-06-01 **Strategic Marketing Planning** Colin Gilligan, Richard Malcolm Sano Wilson, 2003 MBA students business and marketing undergrads and marketing practitioners will be interested in Strategic Marketing Planning Features include expanded examples questions exercises case studies and much more *Marketing Planning and Strategy*, 2011 Strategic Marketing Planning Peter W. Reed, 2006 Provides a step by step guide to each stage of the marketing plan and strategy development process An invaluable resource for students business practitioners charged with the responsibility of developing a strategic 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 Marketing planning and strategy Subhash Chandra Jain, 1985 *Marketing Planning for the Pharmaceutical Industry* John Lidstone, Janice MacLennan, 2017-07-05 Marketing in the pharmaceutical and healthcare sector requires a particular set of skills its intricacies mean planning is an essential prerequisite The marketing planning system described in this book has been designed to enable marketing and product executives to produce a plan which serves as a dynamic management tool which will help them to get from where they are now to where they want to be next year and thereafter Now in its second edition this bestselling book has become the standard text for all product managers marketing managers and directors working in this demanding industry John Lidstone and Janice MacLennan have updated the book to embrace best current practice A new orientation to external analysis and a reworking of the application of SWOT analysis along with fresh material on sales forecasting and strategy implementation bring the book up to date with current thinking and industry trends Marketing Planning for the Pharmaceutical Industry is based on real life experience built up over many years Each chapter takes the reader through the sequential stages of planning so that by the end they will be able to produce a practical plan ready for implementation It is the only book of this type which tailors marketing to those working in the sector and as such is a unique

invaluable and indispensable resource *Marketing Management* Max Mittelstaedt, 2020-03-22 You no longer have to read complicated and boring books to learn about Marketing and Brand Management Every important point you need to know about Marketing Management is summarized in this easy to read 200 page book Marketing is more than just selling products promoting them building a distribution and setting prices The entire Marketing process is much more extensive The book shows how Marketing theory can be applied in a practical manner through the Marketing Mix It consists of the analysis planning implementation and control of company activities In addition several strategic and operational topics on Brand Management are highlighted in the book The combination of important insights from both Marketing and Brand Management will ensure that you are proficient in the indispensable business function You will find everything you need to know about the basics of Marketing and Brand Management in this book including Marketing Plan Marketing Strategies Marketing Mix Brand Process Strategies Strategic Marketing Management Brand Positioning It s true to the title Marketing Management strategic Marketing Management Marketing Planning and Strategy simply explained The book includes All relevant Marketing Theories are explained in a understandable way Over 65 images as an overview Practical examples tips and summaries The book is already ranked among the Top 20 in Marketing and International Management in Germany Get into the world of marketing now **Marketing Planning** Stephan Sorger, 2012 Marketing Planning offers marketing students and professionals a practical step by step guide to creating marketing plans that deliver measurable results *Marketing Strategy and Management* Michael J. Baker, 2017-09-16 The fifth edition of Marketing Strategy and Management builds upon Michael Baker s reputation for academic rigor It retains the traditional functional 4Ps approach to marketing but incorporates current research topical examples and case studies encouraging students to apply theoretical principles and frameworks to real world situations **Strategic Marketing Planning for the Small to Medium Sized Business** David Anderson, 2012-02-14 Eighty percent of small to medium sized new businesses fail within 2 years of their inception Ninety percent of businesses close after 10 years of operation While many factors contribute to failure the lack of an organized measurable strategic marketing plan often is the underlying cause Creating a strategic marketing plan for your business may appear to be a daunting task Indeed many business owners do not create a strategic marketing plan or the plan they create is flawed due to the lack of an actionable planning process Strategic Marketing Planning for the Small to Medium Sized Business addresses these issues by providing both narrative marketing theory as well as workbook exercises This book offers the small to medium sized business owner or marketing staff a hands on experience that will culminate in the development of a true marketing plan specifically tailored to an individual business From developing or refining the company s mission goals and strategies to implementing tactics and creating budgets this book provides the information and framework needed to develop a sound marketing plan that will help your business grow

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