

Marketing Plan for Sample Company/Product

Snapshot of Customers, Competitors and Marketing Strategies

Prepared for: Sample Company/Product

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Vers: 1M

Customers

Competitors

<p>Who are you trying to reach?</p> <p>Use bullet points to identify your target customers</p> <ul style="list-style-type: none"> - companies with less than 20 employees - businesses that have a brick & mortar location - businesses within 20 miles of Manchester 		<p>How is your product better?</p> <p>What makes your product better than existing products/services?</p> <ul style="list-style-type: none"> - level of service - faster delivery - newer model - value pricing - custom product/no templates 		<p>Who are your competitors?</p> <p>Identify other companies already providing comparable products or services</p>	
<p>What problem do you solve?</p> <p>Why do customers need or want your product?</p> <ul style="list-style-type: none"> - improve market reach - generate more sales - modernize image 	<p>What do your customers value?</p> <ul style="list-style-type: none"> - cost - quality - service - aspirational value 	<p>What are their strengths?</p> <p>What do your competitors do well?</p> <ul style="list-style-type: none"> - market saturation/name value - fast turn around - sleek packaging 	<p>What are their weaknesses?</p> <p>Where do your competitors lag behind?</p> <ul style="list-style-type: none"> - quality - originality - customization - cost 		
<p>Channels</p> <p>How will you reach your customers?</p> <ul style="list-style-type: none"> - newspaper advertising - word of mouth - networking events 		<p>Metrics</p> <p>How will you measure success?</p> <ul style="list-style-type: none"> - response rate of 10% - sales conversion of 5% - sales increase by \$10k 		<p>Cost</p> <p>How much will the campaign cost?</p> <p>newspaper = \$1500/quarter word of mouth = free networking events = entry and/or booth fees (budget \$2500)</p>	
				<p>Funding</p> <p>Is this already a line item in your marketing budget?</p> <p>Do you need to move \$\$ from another project?</p> <p>Do you need to find outside funding?</p>	