

This is a template for the layout of a typical marketing plan constructed by Junction42 Ltd.

The document is for guidance only, as every business proposition is different and will require variation appropriate to its circumstances. For further information please contact Junction42 Ltd by email on [contact@junction42.com](mailto:contact@junction42.com) or visit our website [www.junction42.com](http://www.junction42.com)

## Basic marketing-plan structure:

### **1. Current situational analysis:**

- 1.1. Evaluation of existing marketing activities
- 1.2. Market condition evaluation
- 1.3. Customer analysis
- 1.4. Competitor analysis
- 1.5. PESTLE
- 1.6. SWOT
- 1.7. GAP analysis
- 1.8. Technology and systems employed
- 1.9. Conclusions and assumptions

### **2. Evaluating marketing objectives:**

- 2.1. Customer segmentation
- 2.2. Customer targeting
- 2.3. Market positioning
- 2.4. Competitor differentiation
- 2.5. Branding
- 2.6. Competitive advantage – USP's
- 2.7. SMART framework
- 2.8. Conclusions and assumptions

### **3. Deployment of marketing tactics:**

- 3.1. Product
- 3.2. Pricing structure
- 3.3. Distribution
- 3.4. People
- 3.5. Processes
- 3.6. Physical evidence
- 3.7. Conclusions and assumptions

### **4. Marketing Communications**

- 4.1. Key messages
- 4.2. Advertising
- 4.3. Direct marketing
- 4.4. Personal selling
- 4.5. Sales promotion
- 4.6. E-marketing
- 4.7. Conclusions and assumptions

### **5. Control and management:**

- 5.1. Resources and structure
- 5.2. Responsibilities
- 5.3. Collateral needed
- 5.4. Budgets
- 5.5. Gantt chart of activities and scheduling

## **6. Review and measurement:**

- 6.1. Measurement criteria and scheduling
- 6.2. Balanced scorecard structure & methodology
- 6.3. Milestones
- 6.4. Targets
- 6.5. Supporting technology and software.