

Marketing Plan outline for:

Date:

The road to MARKET

JUNCTION 42



1. Key issues:

1.1 - Key issues arising from the analysis (max 10)

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1.2 - Observations.

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2. Marketing objectives (SMART):

2.1 – Target market segments:

2.2 – Market differentiation:

2.3 – Market positioning:

2.4 – Branding:

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3. Marketing tactics:

3.1 – Product:

3.2 – Pricing:

3.3 – Place (distribution):

3.4 – People & processes:

3.1 – Physical evidence:

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4. Marketing communications:

4.1 - Advertising:

4.2 – Direct marketing:

4.3 – Personal selling:

4.4 – Sales promotions:

4.5 – Public relations:

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5. Marketing collateral required:

5.1 - Advertising:

5.2 - Promotional materials (brochures, flyers, gifts etc):

5.3 - Direct marketing resources (telesales, events etc):

5.4 - E-marketing (website etc):

5.5 - Public relations:

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6. Marketing budget:

6.1 – Total marketing budget:

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6.2 – Marketing budget by category:

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7. Control and feedback measures (balanced scorecard, KPI's):

7.1 – Financial performance:

7.2 – Customer perception performance:

7.3 – Internal performance:

7.4 – Other factors:

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8. Scheduling – Gantt chart of activities.