



Marketing Plan

Marketing plans are created to accompany other important documents, such as a business plan, and are typically written for investors. Marketing plans are persuasive documents, but they are also important for keeping an ongoing record of your company's past, present, and future (1-5 year projection) marketing climate.

1. **Purpose:** A marketing plan is a map that provides instructions for achieving previously set goals. It is a step-by-step plan that does the following:
 - A. Establishes the value of your company and its product or service.
 - B. Provides a foundation that is used for sales, budget, and strategic planning.

2. **Writing Plan:** When writing a marketing plan, remember the following:
 - A. It may take weeks or even months to complete.
 - B. It can be a collaborative effort.
 - C. It is written from general to specific: from the vision to mission to goals to objectives to individual action plans.
 - D. It is a persuasive and informative document.
 - E. It is driven by the following questions:
 - I. What will you offer? Describe the product or service.
 - a) Overview your marketing vision, mission, strategy, and goals.
 - II. Who you are selling to? Describe your customers.
 - III. Where you will sell your product? Are you shipping something in or out? Do you have a physical home base?
 - IV. Where you will distribute your product? Consider logistics.
 - V. What type of customer service will you provide? Define and describe the department for customer service.
 - VI. Who are your competitors? Define and describe the competition as thoroughly as you define and describe your company.
 - VII. Where are you situated in the market?
 - VIII. How much you will sell and when? Include projections with potential for growth and justifications for the growth.
 - IX. How will you promote? Describe the budget, the department, the media, etc.
 - X. What will your prices be and why and are there fluctuations?

3. **Marketing Budget:**
 - A. Provide a specific advertising plan. List advertising firm or other types of approaches.
 - B. Your marketing director usually writes this section.

4. **Situational Analysis:** Provide the following information in your marketing plan:
 - A. Company Analysis:
 - I. Goals of the company
 - II. Focus of the company
 - III. Culture of the company
 - IV. Strengths of the company



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- V. Weaknesses of the company
 - VI. Market shares
 - B. Customer Analysis: The age, sex, profession or career, income level, education level, and residence
 - I. Number
 - II. Type
 - III. Value drivers
 - IV. Decision process
 - V. Concentration of customer base
 - C. Competitor Analysis: Describe the competition locally and include threats from competitors online or from outside of your area.
 - I. Market position
 - II. Strengths
 - III. Weaknesses
 - IV. Market shares
 - D. Collaborators: Provide the names of collaborators and all supporting documents that are of interest in the appendices and refer the reader to the exact page.
 - I. Subsidiaries
 - II. Joint Ventures
 - III. Distributors
 - IV. Suppliers
 - E. Macro-Environmental Analysis:
 - I. Political and legal environments include government regulations and any legal issues—tax policy, employment laws, environmental regulations that apply to your business, trade restrictions and tariffs, political stability, etc.
 - II. Economic environments control both the customer and the company and can be expressed by examining economic growth, interest rates, exchange rates, and inflation rates.
 - III. Social and cultural environments relate to the demographic and cultural characteristics of the economic environment. These factors affect customer needs and control the exchange between company and customers—health consciousness, population growth, age distribution of your area, career attitudes, safety, etc.
 - IV. Technological environments can affect production, sales, and access—research and development activity, automation, technology incentives, rate of technological change, etc.
 - F. SWOT Analysis: This provides an overview of internal and external factors within both environments. This is a strategic balance sheet of an organization.
 - I. Strengths are the resources and traits of your company that will give you, or have the potential to give you an edge—patents, brand name, good reputation, cost advantages, exclusive access to natural resources, access to distribution networks, etc.
 - II. Weaknesses are those things that you do not list as strengths—lack of patent, weak brand, poor reputation, etc.
 - III. Opportunities: The external environmental analysis may reveal new opportunities for profit and growth—unfulfilled customer need, new technologies, loosening of regulations, removal of trade barriers, etc.



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- IV. Threats are changes in the external environment that may present threats to the company, such as change in customers' choice, a new product, regulations, increased trade barriers, etc.