# Your Product Marketing Plan

## Your Name

### **Company Description**

Describe the business, its objectives, and how it meets the needs of the target market.

**Mission Statement**

#### Describe how the product/service benefits the target market.

### **Marketing Objective**

Describe the business, its objectives

**Situation Analysis**

Provide an analysis of the industry the business is, market, competition, and customer profile.

#### Industry Analysis

Review changes in the market(s) related to the product including:

* Market share.
* Leadership.
* Players.
* Competition.
* Market shifts.
* Costs.
* Pricing.

#### Targeted Consumer Profile

Describe the customer, market demographics, market needs, and market trends (growth).

#### Competition

Provide an overview of the competitors along with their strengths and weaknesses.

#### Competitor A

* Competitors’ strengths
* Competitors’ weaknesses

#### Competitor B

* Competitors’ strengths
* Competitors’ weaknesses

#### SWOT Analysis

Distinctly define the product in its market and against its competition over time.

|  |  |  |
| --- | --- | --- |
| **Company Name** | **Strengths-S*** List company strengths
 | **Weaknesses- W*** List company weaknesses
 |
| **Opportunities- O*** List Opportunities
 | **SO Strategies*** List strategies that can target strengths
 | **WO Strategies*** List strategies that target weaknesses
 |
| **Threats- T*** List existing and potential threats.
 | **ST Strategies*** List strategies that combat potential and existing threats
 | **WT Strategies*** List strategies that threaten company weaknesses
 |

### **Marketing Strategy**

Describe how the product will be differentiated from the competition.

#### Keys to Success

Summarize the benefit of the product or service to the target customer that will make you successful. Then describe how you plan to accomplish this task to be successful. This includes stating what the biggest obstacles are and how you will overcome them.

#### International Keys to Success

**TranslationIssues**

Describe requirements for local product variations and success metrics for the target consumer. List the biggest obstacles and requirements for success.

#### Marketing Mix

Product

Describe the product or service being marketed. Include selection, quality, service and support, and warranty/guarantee.

Distribution

Describe where and how you will distribute the product/service and the channels you plan to use to distribute the product.

**International Distribution**

Discuss international distribution strategies.

Promotion

Provide an overview on how the product will be marketed to the target market (marketing materials, social media, etc.)

**Public Relations Strategy and Execution**

Discuss PR strategies, editorial calendars, speaking engagements, conference schedules, etc.

**Advertising Strategy and Execution**

Give and overview then describe media type and timing. Then provide an overview of ad spending.

**Direct Marketing**

Describe the methods and timing with an overview of response targets, goals, and marketing budget.

Price

Describe the pricing of the product/service including retail structure, discounts, payment terms, etc.

**International Pricing Strategy**

Explain the strategy for marketing within other countries.

### **Implementation, Evaluation and Control**

Describe how the product will be differentiated from the competition.

### Marketing Research

#### Primary research

Summarize how the company will research the target market.

#### Secondary research

Summarize how information on the target market through printed sources.

### Organization Structure and Plan

Discuss the company structure regarding how it will become (or remain) profitable and grow.

#### Financials

Supply detailed budget information including a break-even analysis, sales breakdown by product, margins, expenses, and 5 year sales projections.

***Financial Projections***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Revenues | 2015 | 2016 | 2017 | 2018 | 2019 |
|  |  |  |  |  |  |
| Product 1 | 50,000 | 100,000 | 600,000 | 2,225,000 | 5,500,000 |
| Product 2 | 60,000 | 80,000 | 160,000 | 420,000 | 700,000 |
| Cost of Goods Sold | -45,000 | -75,000 | -180,000 | -300,000 | -465,000 |
| Total | 65,000 | 105,000 | 580,000 | 2,345,000 | 5,735,000 |

Source: Artistic Options, for illustration purposes only

#### Implementation Timetable

Outline timetable for reaching objectives.

#### Controls

Summarize specific ways the company will track results and measure progress.

#### Summary

Summarize how the strategies will be implemented and evaluated successfully.