

Marketing Plan

SECTION REVISED	<i>DESCRIBE SECTIONS THAT HAVE BEEN REVISED AND BY WHOM</i>	REVISED DATE

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Executive Summary

Overview

Explain what this report is marketing

Timeframe

Describe the timeframe for launch

Target Market

List and describe target markets

Strategy

Explain how and when you plan to launch a marketing plan or a new product or service.

Value Proposition

List characteristics that are unique to your company and which give your product or service a competitive advantage over other products and services or competitors.

Marketing Plan

Product Definition

Describe the product, launch timeframe, the primary service offer and how it fits in the product line or product mix.

Market Summary

Market Definition

Describe the market for the service or product. Who buys the product or service and why? What are the trends?

Market Size, Growth, and Stability

How large is the market for your service or product? Is it growing, flat, or declining? Is the market volatile or stable? What are the revenue forecasts?

Target Market

General Market Size

Describe in detail the profile of customers who you expect will buy your service or product. What are their demographics, psychographics, etc.? Include any graphs that illustrate these characteristics.

Target Market Analysis

Is this product or service attractive to any specific vertical markets or industries? Describe them and include any graphics you may have to illustrate.

Market Requirements

List first target customer segment

- Describe what requirements the user has for your product or service.
- Are there any legal requirements?

List second target customer segment

- Describe what requirements the user has for your product or service.
- Are there any legal requirements?

Strategic Positioning

Market Analysis

SWOT Analysis

Your product's or company's strengths compared to the competition	Your product's or company's weaknesses compared to the competition
• List	• <u>List</u>
Opportunities for your product or company	Threats by the competition to your product or company
• List	• List

Discuss each of your Strengths and Weaknesses, Opportunities

Discussion points

Discuss your competition's threats to your company or product

Discussion points

Positioning

Portfolio Perspective

Describe how the product or service fits into your company's suite of products or services and impacts your product mix.

Product Perspective

Describe how your product or service will be positioned to the target customer.

Product Road Map

Existing Features/Functionality

- Describe your product or service now

Near-term Enhancements

- Describe product development efforts to improve your product or service

Value Proposition

End-User Value Proposition

Describe what your product is, how it is used, what it delivers, when it is available, how it is unique, who will consume it and for what purpose.

Packaging

Describe how the product or service will be packaged or delivered to customers.

Pricing

Describe your pricing strategy for your product or service compared to the competition's.

Launch Strategies

Describe how the product or service will be launched.

Messaging

Describe the messaging for your product or service. Include a description of the audience, the headline you would want to see if this was a news release, a subtitle you would desire, and the key message points you want to make about the product or service.

Communication Methods

Internal

What internal communications vehicles and processes are in place within your organization to tell employees about the product or service – such as employee newsletters? Include training and resources.

External

What external communications vehicles and processes are in place within your organization to tell employees about the product or service – such as brochures, advertisements? Include training and resources.

Public Relations

Describe the public relations plan designed to support this product. Include a calendar of editorial opportunities anticipated throughout the year.

Advertising

Describe the advertising plan designed to support this product. Include a calendar of editorial opportunities anticipated throughout the year.

Tradeshows

Describe any trade shows or special events you will attend to support this product. Include a calendar of events and any anticipated.

Additional Opportunities

Describe any other opportunities you anticipate to support this product.

Distribution

Explain how the product or service will be distributed. Describe the sales channels and outlets to deliver your product or service.

Success Metrics

Define your revenue goals for the product or service and for the time specified.

The marketing goals for IP VPN are to create awareness (name recognition) and to generate sales leads.

Marketing Tactics Schedule

January

1-15 For the duration of the plan, usually one year, list specific tasks by month, quarter, or week