

# Marketing Plan Checklist

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- Information Inputs
  - Determine origin and objectives.
  - Determine any objectives, guidelines or constraints imposed by management.
  - State the size of the market in terms of units and dollars.
  - Identify the type(s) of product(s).
  - Analyse the the Marketing Environment including demographic, economic, social & cultural and political & legal trends.
  - Identify organisations in the trade (if any) important for your project.
  - Understand your consumer, his or her needs, attitudes, perceptions, purchase behaviour etc.
  - Identify and analyse key customers.
  - Summarise the key factors in the SWOT analysis: strenght, weaknesses, oportunities & threats.
- Market Segmentation
  - Describe the consumer's buying motive.
  - Describe the group of people who are seeking this end in ways that differentiate them from all other people.
  - Estimate the number of people in your market segment.
- Objectives
  - Determine financial objectives such as gross profit, net profit and return on investment.
  - Determine marketing objectives including unit sales, share of market, distribution levels & levels of customer satisfaction.
  - Determine customer objectives such as acquisition of new customers or retention of existing customers.
- Marekting Strategy
  - State your marketing strategy.
  - Define your cometition.
  - Determine how to achieve your sales target.
  - Determine how you intend to position your product relative to competitive products.
  - Determine your promotional strategy.

- State your message that you wish to communicate to your consumer.
- State any other marketing strategies that might be relevant.
- Marketing Mix
  - List the main features and characteristics of the product.
  - Specify the maximum production cost per unit.
  - Determine your Brand name criteria.
  - State graphic criteria for the pack design and cost per unit.
  - State the type of retail outlets in which your consumer can buy the product.
  - Predict the retail price.
  - Determine your selling price.
  - Specify the media that will be used to reach your consumer.
  - State the weight of advertising.
  - Estimate production and media costs.
  - State your sales strategy and tactics.
  - State your PR objectives and strategy.
  - Specify the objectives for creating or refreshing an internet site.
- Measurement and Review
  - Determine who will be involved in measuring output vs outcome.
  - Explain what outcomes are expected at which point of the plan's implementation
  - Consult on and communicate the plan.