

Marketing Plan Checklist

By Campbell Rodriguez

- 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.