

MARKETING PLAN TEMPLATE

EXECUTIVE SUMMARY:

Gives a summary of the marketing plan in several bullets. No more than 2 pages.

STARTING WITH THE CUSTOMER AND WORKING BACKWARDS	
Customer research	A marketing plan needs to start with identification of key lessons learned from customer surveys, interviews or broader customer research. What is the customer satisfaction and “net promoter score” today with the company, ad what are the trends? What are the top desires from customers that drive delight? What are the top pain points or concerns that influence buying decisions?
Customer choices in the market	While a company should obsess about pleasing customers, and not competitors, it is important not to ignore what other options are available to customers from your competitors. What are the new products or programs launched by competitors, and what do customers think about them?
Business challenge	What is the business performance today? What are the key drivers of recent results? (“needle movers”)

STATE OF UNION	
Marketing Vision	Gives a summary of the marketing plan in several bullets. No more than 2 pages.
Recent business results overall	This should simply be a reminder of an agreed-on vision and product positioning.
Business challenge	What is the business performance today? What are the key drivers of recent results? (“needle movers”)

MARKETING OBJECTIVES AND STRATEGY	
Objectives	A handful of top objectives, usually linked to sales and profit, but could include more specific objectives depending on the vision. Examples: <ul style="list-style-type: none">- Increase annual profit by 8%, from 10 million to 10.8 million by date X- Increase market share from 18% to 19% by date X

Strategy	<p>Top strategies needed to get to the objectives. The impact of each initiatives should add up and link to the objectives (for example, strategy A at \$1m and strategy B at \$2m should lead to objective of increasing revenues by \$3m).</p> <p>Strategy should be supported by strategic initiatives with measurable impact (for example, reach 10 million customers)</p> <p>The strategies can be defined following the marketing “4P” framework (Product positioning, Promotion, Pricing and Placement (distribution). However, not every single “P” needs to have a top strategy. It is critical to focus the marketing plan strategy on the top needle-movers that deserve attention and razor-like focus.</p>
Tactical implementation	<p>A set of tactics and methods to support the strategic initiative. Each tactic is described in details and quantified. The impact of each tactic should add up and link to the strategy and objectives.</p>
Summary	<p>For example: 3 objectives 5 strategies 14 tactics</p>

MARKETING PLAN FINANCIAL IMPACT

Financial Profit and Loss statement	<p>This will articulate impact on overall business of the marketing plan and strategy (includes planned costs and revenues outlined in marketing plan)</p>
Risks	<p>Risks should be systematically broken down with an estimate on the impact of the business. For example, there are 2 top risks, with quantification for each risk: Risk 1 - \$10 million impact Risk 2 - \$5 million impact</p>
Mitigation strategies	<p>Risk 1 – set of tactics to mitigate / manage the risk proactively Risk 2 – set of tactics to mitigate / manage the risk proactively</p>

MARKETING PLAN TIMELINE

Milestones	<p>What are the key milestones coming up (for instance, if an objective is to increase awareness and customer research, a marketin communication plan finalization or a new campaign could be an important milestone)</p>
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Dates	What are the dates for the key milestones? (plan is coming up on date X)
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