If you address each of these questions, in this order, you’ll be able to write a comprehensive marketing plan. Each section doesn’t have to be long, but it has to be complete, in order to ensure that you’ve thought everything through in a logical way.

Remember, the purpose of a marketing plan is to make it easy for the reader to understand all the great analysis and ideas you’re describing. Clarity is just as important as creativity. Good luck!

**Marketing plan**

1. Title page & table of contents
2. Executive Summary – objectives, processes, outcomes in a nutshell (~1 page). Hint: write this last.
3. **Current Situation - Macroenvironment (STEEPLE analysis)**
   * sociocultural
   * technological
   * economic
   * ecological
   * political
   * legal
   * ethical
4. **Current Situation – Market Analysis**
   **Competitors**
   * competitors’ market share
   * competitors’ strengths and weaknesses
   **Consumers**
   * market size
   * market segmentation
   * market trends
5. **Current Situation – Target Market Analysis**
   * nature of the buying decision – impulse? gift? necessity?
   * demographics
   * psychographics
   * buyer motivations and expectations
   * loyalty?
6. **Current Situation - Internal**
   * company resources
     o finances
     o people
     o time
     o skills
   * objectives
     o mission statement
     o corporate objectives
     o financial objectives
     o marketing objectives
     o long term objectives
7. **SWOT+ Analysis**
   * internal strengths
   * internal weaknesses
* external opportunities
* external threats
* what are key success factors in the industry?
* what’s our sustainable competitive advantage?

8. Marketing research
* information requirements – what do we need to know?
* research methodology – qualitative? quantitative? mixed methods?
* how much will it cost?
* summary of research results (i.e., don’t include raw data in the main report)

9. Marketing Strategy - Product
* product mix
* product strengths and weaknesses
  o new product development needed?
* brand name, brand image, and brand equity

10. Marketing Strategy - Price
* pricing objectives
* pricing method (e.g.: cost plus, demand based, competitor indexing)
* pricing strategy (e.g.: skimming, penetration)
* discounts and allowances?
* price elasticity and customer sensitivity

11. Marketing Strategy - Promotion
* promotional goals
* promotional mix
  * advertising: reach, theme, and media
  * sales force: requirements, techniques, and management
  * publicity and public relations
  * digital promotions

  Note on digital: It takes way more time and effort than anyone thinks it will!

12. Marketing Strategy - Distribution
* geographic coverage
* distribution channels
* physical distribution and logistics

13. Implementation
* personnel requirements -- assign responsibilities to members of the firm
* financial requirements
* management information systems (i.e., technological) requirements
* month-by-month agenda → 1, 5, 10 year goals & plans
* how will we monitor results?
* adjustment mechanisms – how to fix something that’s going wrong

14. Conclusion
15. Appendix
* pictures and specifications of products, promotional materials, etc.
* complete results from research