

marketing plan template

How to use this document: This document helps to analyse markets and opportunities and can be used on its own or as part of a company's wider marketing plan. If you want help, advice filling in we suggest you search on Google for advice and examples.

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1. 'PEST' : Political, Economic, Social and Technological Factors

How to use: Enter key factors under these four areas that exist in the market area you are operating in.

Why use: Pest can be a useful strategic tool for understanding market growth or decline, business position, potential and direction for operations

It can be a good external analysis when looking at a strategic analysis or doing market research, and gives an overview of the different macro environmental factors that a business might have to take into consideration.

Note: The model's factors will vary in importance to a given company based on its industry and the goods it produces

Political & Regulatory factors (i.e. tax policy, labour & environmental law, trade restrictions, tariffs, & regulations)	Economic (i.e. economic growth, interest rates, exchange rates and the inflation rate)
Social & Environmental (i.e. cultural aspects, health consciousness, population growth rate, age distribution, career attitudes)	Technological (i.e. R&D activity, automation, and the rate of technological change)

(Factors from Pest can be included in opportunities and threats in SWOT analysis)

Key actions we should do following the PEST analysis:



2. 'SWOT': Strengths, Weaknesses, Opportunities & Threats (Key elements underlined in chart below.)

Strengths	Weaknesses
➤	➤
Opportunities	Threats
➤	➤



What we should do about the SWOT

To capitalize on Strengths	To minimize or remove Weaknesses
➤	➤
To capitalize on Opportunities	To avoid or pre-empt Threats
➤	➤



3. The Target Audiences

1. Size of target market
2. Growth of target audience
3. Segments
(Segmenting the target audience, geographically, by age etc)
4. What the company Offers people and USP (Unique Selling Proposition)

4. Market audit – including competitors

Example shown here of possible appearance of the audit.

Market Sector:	Unique benefits, clearly expressed	Good share of global market	Price Advantage	Effective niche marketing	Strong contacts with their customer audience	Strong New Product Development	Breadth of range	Good consumer awareness	On line ordering	Total score
Ourselves	4	4	7	4	4	4	4	3	7	
Competitor 1	3	?	3	7	3	3?	7?	4	4	
Competitor 2										
Competitor 3										



5. Critical Factors for Success in this area

6. Positioning statement/strategy 'PS'

Explained: It is a short description of 1) the main target audience to whom a product /brand is aimed at and 2) how the company wants the target market to see the brand. The PS should be key part of when you develop a marketing strategy and action plan. Because all decisions about the brand should reflect the PS. .

7. Organisation's Aim & Objectives

Why: It is very important that internally everyone knows what the companies key aims & objectives are

Example: Aim: to become the largest It supplier in UK . Objectives to achieve that : 1) within 6 months to be the biggest provider in London, 2) in 12 months become biggest in England.

8. Marketing Objectives

Objectives → Strategy & Plan

1) The Marketing Plan should fit into the overall Business Plan and specifically, how much expenditure is allocated for Marketing activity.

2) **Objectives:** Objectives should be SMART: Specific, Measurable, Achievable, Realistic & Time bound and should include measures of success.



Objective	Target Audience	Example Strategy	Example Plan	Timing	Cost	Measure
Upsell to existing clients	Existing clients	<p>Contact existing client base</p> <p>Result:</p> <p>Review offering in light of research</p>	<p>☎ → ✉ → ☎ research or interviews.</p> <p>Undertake Customer survey, feedback survey</p> <p>Analyse results & look for patterns by customer type/what they buy/geography</p> <p>Re-assess:</p> <p>What we offer</p> <p>Packaging (applies to a service as much as a product!)</p> <p>Pricing</p> <p>Promotional activity (how does the <u>customer</u> want to be approached)</p> <p>Sales activity</p> <p>Distribution channel – incl horizontal & vertical market issues.</p>			Value of Up sell contracts.



Objective (SMART)	Target Audience Needs	Strategy	Plan	By whom	Timing	Cost	Measure/item
	Whose behaviour needs to change in order for us to achieve our objective(s)	Select most appropriate methods of approach. Plan activities	Mix of: <ul style="list-style-type: none"> Advertising? PR? Case studies, press releases, articles in journals, speaking at conferences, networking etc. Referrals management system Direct Marketing, Telesales/telemarketing? Mailshots (ideally with ☎ before & after). e.g send CDs? With post-it note, not letter? Website? & how promote it Brochures/leaflets/leave-pieces? Launch Planning if appropriate, esp. for new products.	Initials	Start/ finish/ duration/	Time & mat'ls & ☎ & 📄 costs	Cost effectiveness per contact made or per sale. Ask every customer how they first heard of you. Code Number on each new leaflet so can track response. Best return on spend. Must more-than break even. Sensitivity analysis.

And table may continue with other target audiences, other strategies & plans, and then on to the next objective, target audience, strategy & plan, etc.

