**MARKETING PLAN OUTLINE**

* 1. **Organizational Overview** 
     1. Name of organization
     2. Mission statement - organization’s basic values and philosophy
     3. Geographic location
     4. Product mix
        1. Single product
        2. Product line(s)
  2. **New Product Description** 
     1. Overview and target audience
     2. Growth objectives
        1. Return on Investment (ROI) – How will this impact membership? Why is it a good idea?
  3. **SWOTT analysis** 
     1. Strengths (internal)
     2. Weaknesses (internal)
     3. Opportunities (external)
     4. Threats (external)
     5. Trends (external)
  4. **Marketing research** 
     1. Consumer analysis
        1. Demographics
        2. Psychographics
        3. Behaviors (e.g. purchase behaviors)
        4. Geographical considerations
     2. Market Summary
  5. **Segmentation** 
     1. Criteria
     2. Target market(s)
  6. **Differentiation and positioning**

* 1. **Marketing mix (4P’s)**
     1. **Product:** Outline the product’s attributes in detail
     2. **Price:**
        1. Pricing strategy
           1. Profit-oriented
           2. Sales-oriented
           3. Status quo
        2. Cost
           1. Production
           2. Distribution
           3. Overhead
           4. Sales – Cost per sale (CPS)
           5. Marketing – Cost per lead (CPL)
        3. Markup
        4. Suggested selling price
        5. Profit margin
        6. Price and quality relationship - perceived value

**c. Place:** Develop a channel of distribution strategy

* + 1. **Promotion:** 
       1. Personal selling
       2. Advertising
          1. Direct mail
          2. Internet
          3. Telemarketing
          4. Television
          5. Radio
          6. Others
       3. Sales promotion - sale prices, discounts, coupons, contests, sweepstakes, tradeshows, etc.
       4. Public relations
       5. Web site
  1. **Budget**
  2. **Control/monitor** 
     1. Feedback mechanism to monitor progress
     2. Evaluation process
     3. Performance objectives (quantifiable elements)
        1. Profit margin
        2. Market share
        3. Promotional effectiveness
        4. Market penetration