**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