

# CREATING A MARKETING PLAN

## FIVE STEPS TO SUCCESS:

- Step One:** Begin with a snapshot of your company's current situation, called a "situation analysis".
- Step Two:** Describe your target audience.
- Step Three:** List your marketing goals.
- Step Four:** Develop the marketing communications strategies and the tactics you'll use.
- Step Five:** Set your marketing budget.

## MARKETING PLAN CHECKLIST

- Before you launch a marketing campaign, answer the following questions about your business, and your product or service:
- Have you analyzed the total market for your product or service? Do you know which features of your product or service will appeal to different market segments?
- In forming your marketing message, have you described how your product or service will benefit your clients?
- Have you prepared a pricing schedule? What kinds of discounts do you offer, and to whom do you offer them?
- Have you prepared a sales forecast?

- Which media will you use in your marketing campaign?
- Do your marketing materials mention any optional accessories or added services that customers might want to purchase?
- If you offer a product, have you prepared clear operating and assembly instructions if required?
- What kind of warranty do you provide?
- What type of customer service support do you offer after the sale?
- Do you have product liability insurance?
- Is your packaging likely to appeal to your target market?
- If your product is one you can patent, have you done so?
- How will you distribute your product?