

Your Marketing Plan Checklist



APPLIED SUPPORT SERVICES
MANAGEMENT CONSULTING



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Applied Support Services can assist you with:

- Marketing plans for board and shareholder reporting.
- Marketing plans for sales and operations staff.
- Marketing plans for new products and services.
- Market situation reports.
- [Export](#) marketing.
- Market [research](#).
- Market [analysis](#).
- Market strategy.

[Marketing plan templates](#) customised to your needs are supplied in Microsoft Word format and essential tables in Microsoft Excel format.

Marketing Plans

Marketing planning is a responsibility. It plays a vital part in gaining, satisfying and keeping customers. Marketing planning looks at the future potential of markets to determine which products and services should be aggressively promoted and which abandoned. Marketing planning establishes how your financial targets will be met by sales and sets priorities for the product development and future company direction. For assistance with your marketing plans [contact us](#).

Marketing Strategies

Firms who implement practical marketing strategies increase their survival chances. The marketing strategy defines your vision and direction for the business and helps you allocate resources to achieve that vision. The key features of a marketing strategy are:

Understanding Current Market Conditions: Markets, customers and business conditions are constantly changing. The market situation report helps you understand and react to the changing business environment in which you operate. It helps you identify your strengths and weaknesses and plan responses to external opportunities and threats.

Setting Financial and Marketing Objectives: Financial goals are only achieved through sales. The marketing strategy identifies what you are good at and how to exploit that advantage. Your financial and marketing objectives are closely linked. Your objectives should be realistic and achievable and within your firm's capabilities.

Marketing Action Plans: The success of your marketing plan lies in its implementation. Action plans schedule and cost out what has to be done to achieve your marketing strategy. Action plans need to be flexible enough to allow for rapid changes in company direction. For assistance with preparing your marketing strategies [contact us](#).



This Checklist: What to include in your Marketing Plan

Your marketing plan will not be completed in a single draft. The plan may require technical, creative, strategic and financial input from different people, but the final version should be the responsibility of the owners or senior management. The plan covers every aspect of the marketing function; therefore it is best to start collecting the information you need early. This may take a number of weeks or even months. As you research material - store it. Write down your ideas as they occur. Our marketing plan template sets out the facts and figures you need to collect and assists with the logical flow of information between the different sections. The level of detail required will depend on the size and nature of your enterprise.

Your marketing plan should include sections on:

- Industry background
- Market situation report.
- Financial and marketing objectives.
- Operations.
- Marketing strategies and action plans.

The purpose of a corporate plan and a marketing plan is to answer three central questions.

- Where is the company now?
- Where does the company want to go?
- How should the company organise its resources to get there?



Situation Report: Company History	
History of the Development of the Business	
Date and form of incorporation.	
Main founders.	
List directors.	
List shareholders.	
How is the business financed?	
Describe the achievements and milestones in the history of the business.	
The Industry in which you Operate	
What are the critical factors to be a success in your industry?	



Situation Report: Market Structure	
The Structure of the Market	
Describe the size, value and geographical location of your market.	
What does published research say about the future profile and growth of your markets?	
What fashions, legislation, technology, environmental or other trends affect your products?	
Competitors: Name competitors.	
Competitors: Describe competitor strengths and weaknesses.	
Competitors: Describe competitor pricing strategies.	
Competitors: Why do customers buy from competitors?	
Describe external forces acting on your markets (government,finance,technology,environment,legislation).	
Market Segments and Market Share	
Breakdown your existing customers into naturally occurring market segments.	
Describe each of your market segments in terms of the criteria on which they purchase.	
For each of your market segments, what is your share of the market?	
Key Customers	
Name your key customers.	
Rank your key customers from the most profitable to the least profitable.	



Situation Report: Products	
Product and Service Mix	
List all the products the firm sells. Describe the benefit they bring customers.	
List all the services the firm sells. Describe the benefit they bring customers.	
Over the last 24 months rank all your products and services from the most profitable to the least.	
Product Lifecycle Analysis	
Identify your products and services that are competing in a growing market.	
Identify your products and services that are competing in a mature market.	
Identify your products and services that are competing in a declining market.	
Describe your new product and service development activities in the last 24 months.	
Identify which products and services should be abandoned.	
Identify which products and services should be aggressively promoted.	



Situation Report: Promotion Selling and Distribution	
Your Promotion and Advertising Activity	
What products or services have you actively promoted?	
Where and how have you advertised?	
What has been your mail or email direct marketing efforts?	
What is your e-commerce strategy?	
Describe other promotional activity. Branding, merchandising, trade fairs, export, sponsorship.	
What has been the return in sales in proportion to the cost of your promotional activities?	
Competitor Promotional Activity	
What has been your competitors promotional activity over the last year?	
Sales Force	
What is the cost of you maintaining your marketing and sales force?	
How many marketing and sales staff do you have? Where are they located?	
What effort and direction have your sales force been focused on in the last year?	
How do sales staff incentives, (for example sales commissions), support your marketing objectives?	
In the last year how much business was attributable to sales force activity?	
Customer Servicing	
How are your customers serviced?	
Are high asset value customers under-serviced? Are low asset value customers over serviced?	
What is the contribution of your customer servicing to your revenue streams?	



Situation Report: Marketing Capabilities and Resources	
Personnel Capabilities	
What are your marketing staff capabilities?	
What are your sales staff capabilities?	
What are your technical support staff capabilities?	
How do staff strengths and weaknesses support or hinder your marketing objectives?	
Marketing Resources	
Identify the marketing resources and marketing collateral you have in place. (eg brochures, website)	
What marketing information systems do you have in place? (eg CRM system, database).	
Have you set-up a style manual with rules for consistent graphic design and branding?	
How is the success of your marketing and sales promotion activities measured?	
Do you have key customer and key account management plans in place?	
How do you build customer relations, and obtain and act on feedback from customers?	
What market research and market analysis do you undertake?	
Marketing Costs and Budget	
What percentage of your total revenue is devoted to marketing?	
Breakdown your marketing costs. (eg labour, collateral, branding, research, advertising, web)	



Situation Report: SWOT	
Critical Success Factors	
In your markets what critical success factors does any supplier have to get right, in order to succeed?	
Create a list of your critical success factors for the SWOT analysis.	
Strengths (Within the firms control)	
What strengths does your firm have in relation to the critical success factors?	
Weaknesses (Within the firms control)	
What weaknesses does your firm have in relation to the critical success factors?	
Opportunities (Beyond the firms control)	
What external opportunities are present in relation to the critical success factors?	
Threats (Beyond the firms control)	
What external threats are present in relation to the critical success factors?	



Setting Marketing and Financial Objectives	
Product and Market Objectives	
Set your objectives for selling existing products into existing markets.	
Set your objectives for extending existing products into new markets.	
Set your objectives for selling new products in existing markets.	
Set your objectives for selling new products in new markets.	
Explain your medium to long-term company wide corporate objectives.	
What company wide strategies and tactics are in place to achieve your corporate objectives?	
Financial Objectives	
What are your medium to long-term financial targets? (eg return on capital, dividends)	
Marketing Objectives by Product and Market	
What are your objectives for each product and each market segment?	
Specify performance measures for each of the objectives (eg unit sales targets, market share gain.)	



Marketing Strategies: The Marketing Activity Plan and Budget	
For Each Business Unit, Product or Market	
Specify the resources required to achieve your marketing objectives.	
Establish marketing and sales staff labour costs and operational expense.	
Plan and budget for your marketing intelligence requirements including market research.	
Plan and budget for your marketing information system requirements. (eg CRM).	
Plan and budget for your e-commerce requirements, strategy and on-line campaigns.	
Plan and budget for keeping your promotional material and marketing collateral up-to-date.	
Plan and budget for your advertising campaigns.	
Plan and budget for your sales promotion campaigns.	
Plan and budget for your public relations campaigns.	
Plan and budget for your distribution channel activities and channel support.	
Plan and budget for the development of export markets, if applicable.	
Plan, budget and schedule requirements for staff training programmes.	
Identify new product R&D plans including product launch and commercialisation timeframes.	
Identify go/kill points for changing your marketing strategies when they are not productive.	



Marketing Strategies: Promotion and Marketing Communications	
Advertising Objectives	
What are your advertising objectives?	
Prepare timetables and budgets for your advertising objectives.	
Sales Promotion Objectives	
Prepare an activity plan for sales promotion including featured offers to defined customers.	
Prepare timetables and budgets for your sales promotion objectives.	
Public Relations Objectives	
Prepare a public relations activity plan, if applicable, including sponsorship, PR, charities.	
Prepare timetables and budgets for your public relations objectives.	
E-Commerce Objectives	
Prepare an activity plan for attracting customers and prospects to your website.	
Prepare timetables and budgets for your e-commerce objectives.	
Strength and Development of the Sales Force	
Set objectives and strategies for communicating to your markets through your sales force.	
What quantitative performance measures have been set for sales staff?	
Decide what to sell in terms of the mix of product lines.	
Decide where to sell in terms of the markets and individual customers.	
Ensure key account management plans in place.	
Set sales targets.	
Train sales staff in the use of your marketing collateral.	
Set targets for communicating and meeting with customers and prospects.	
Train staff in the sales cycle from needs assessment through to negotiation and closing.	



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Our Experience

Applied Support Services can assist and mentor you through all stages of the marketing plan. We help you establish realistic objectives, budgets, and timetables. Our approach ensures marketing planning skills are transferred to your staff. We have completed marketing plans for domestic and international markets. We can help you prepare your marketing plan presentation to your target audience.

Useful Links:

Business [templates](#).
 Government business planning advice.
 Business [plans](#).
 Market [research](#) and market analysis.
 Excel [spreadsheets](#) and business models.
 New Zealand [Marketing Association](#).
 Applied Support Services [home page](#).

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