

Strategic Marketing Plan Template

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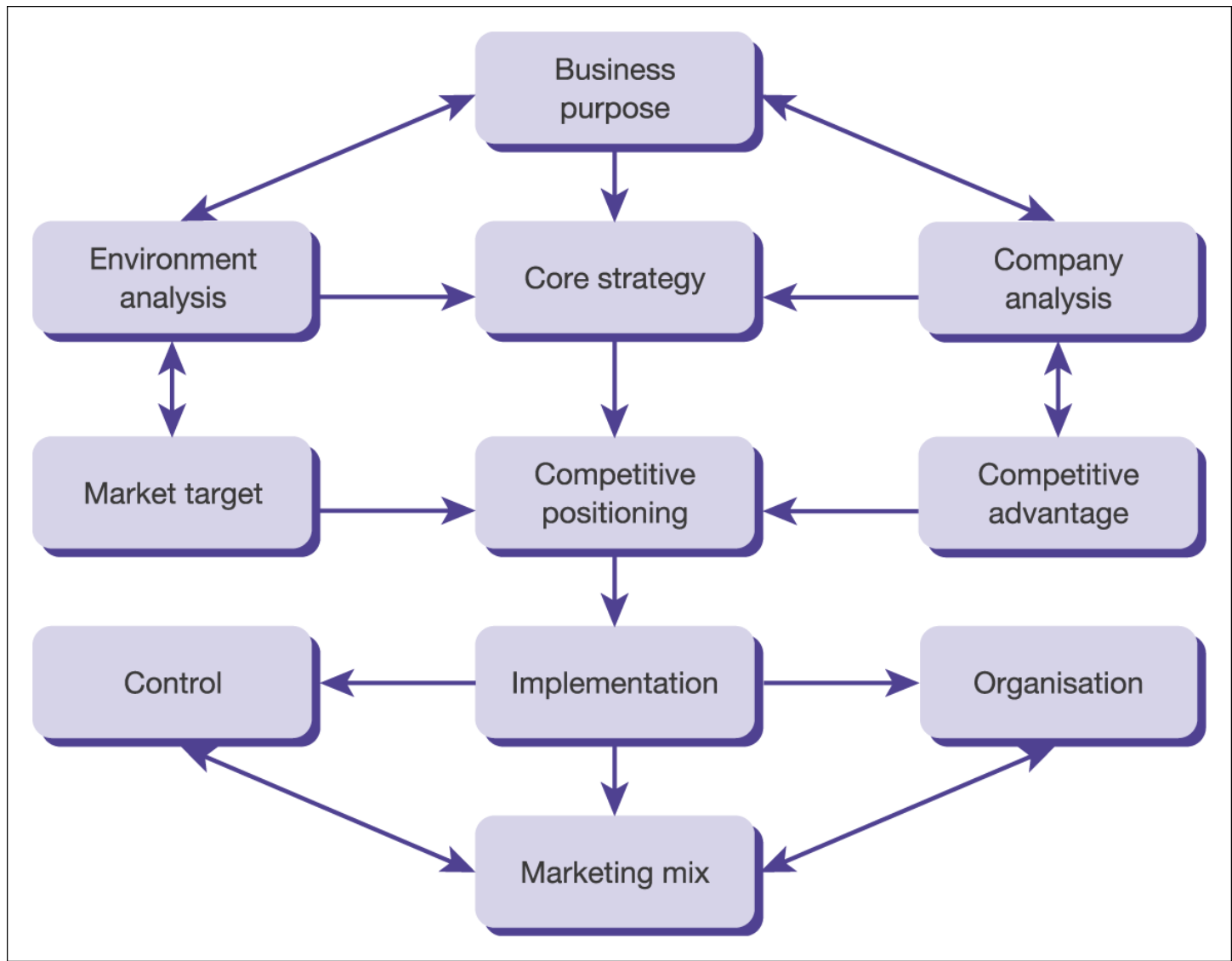
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liberated vision

Planning

- Sets the scene to get things done
- Empowers people to share the vision and actually implement
- Is a important communication tool
- The process is likely to be more beneficial than the end hardcopy plan
- Think laterally about the future, your organisation, the environment and customers to come up with clever ideas and solutions for customers.



• Hooley et al 2008

Why does or can the
firm/organisation exist?

What drives the business? (top level)

- Vision

- Mission

Corporate, Product or Market Based Goals

- Corporate Goals and Objectives - aim for 3-6 tangible measures of success for the organisation - SMART

Goals	Action	Measure	Timing

Our Organisation – what are we great or poor at (this informs our strengths and weaknesses). Should impact customers

- Good or Great @ ?

- Things we'd like to change

Product and Market Definition

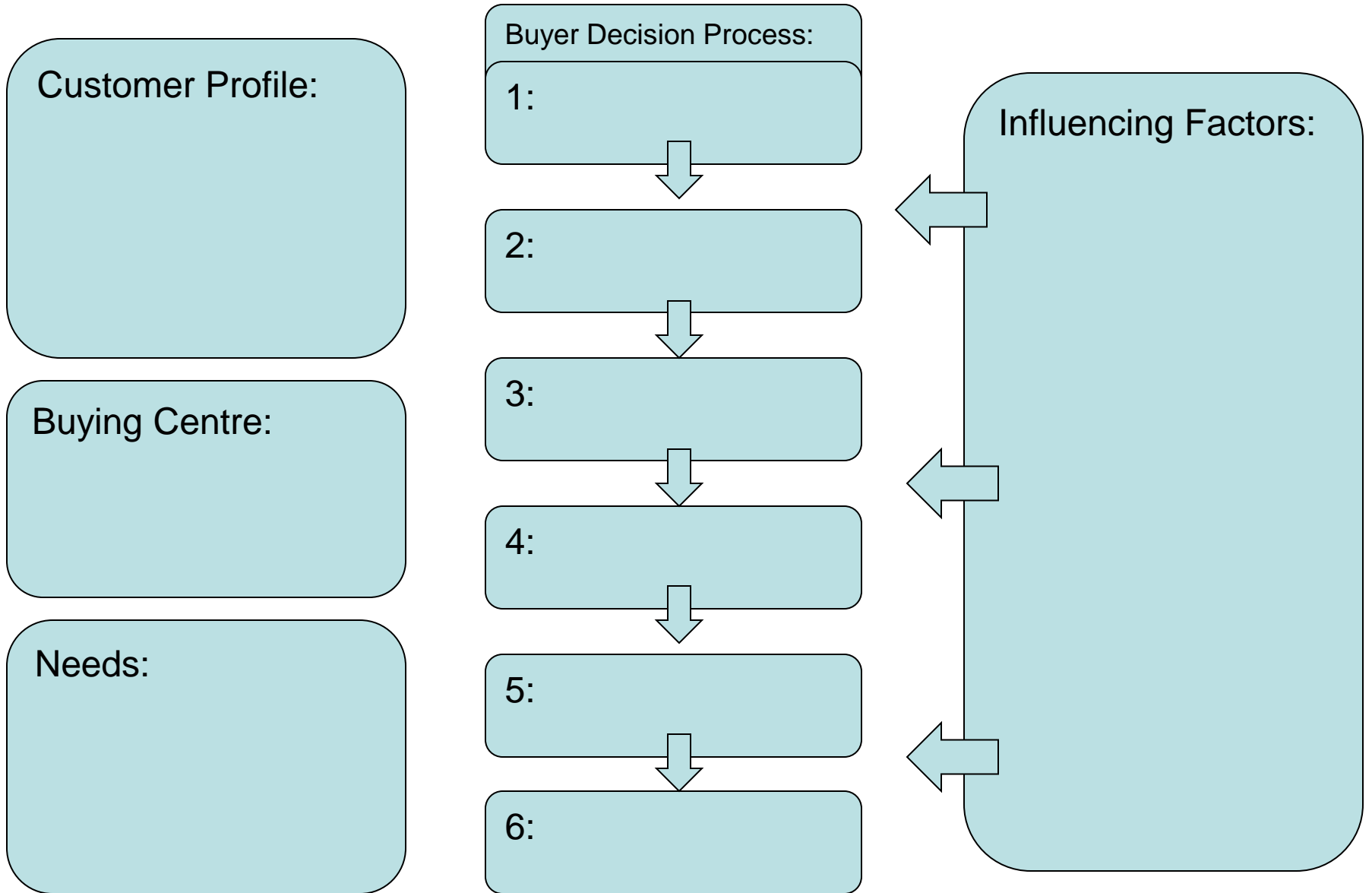
- Markets – describe key markets ?
 - 1
 - 2
 - 3
- Products/Services – solutions ?
 - 1
 - 2
 - 3

Markets

Dimension	Market 1	Market 2	Market 3
Size - act/pot			
Growth			
Life cycle stage			
Demands			
Characteristics			

Customers

Dimension	Target Market 1	Target Market 2	Target Market 3
Describe			
Demographics			
Geographic's			
Psychographics			
Behavioural			
Profiles			



Adopted from the Dibb/Simkin Buying Proforma (2006)

Competitors

- Key Competitor Analysis - think from a customer's perspective - beware of substitute products/services - use a table to capture key parameters

Rank	Competitor	Strengths	Weaknesses	Customers	Capability	Strategy

Environmental Analysis

- Technology
- Government
 - Gov Incentives
 - Political risks
- Economics

Environmental Analysis

- Culture
 - Emerging trends - lifestyles, fashions. religion, values, language.
- Demographics
 - Changing market size, opportunities & threats

Strengths, Weaknesses, Opportunities & Threats

(summary of the SA) list the key points

Strengths	Weaknesses
Opportunities	Threats

Critical Issues Identified

- 2 to 4 things central and critical to achievement of future goals coming out of the situational analysis and SWOT, things that MUST be included in your plan.
- 1
- 2
- 3

SCA & Strategy - these are guiding issues which help frame the plan.

- What do we/can we do better than the identified competition?
- --
- In generic strategy terms how will we compete - Differentiation, focus/niche, low cost
- --

STP - the tactical marketing plan

- While earlier material sets the scene for the plan, now you are working at a level that is likely to be about a target market, a brand or a specific set of products or services.
- Choose a specific TM for this plan and then everything is aimed at meeting this TM's needs
- Develop objectives at a product, service or brand level which need to be achieved with this TM and contribute to the organisations overall goals.
- S - Specific
- M - Measurable
- A - Achievable
- R - Realistic
- T - Timely
- 3 or 4 things



Market Targets and Objectives

- The target market of this plan is
Specifically define who it is and who its not

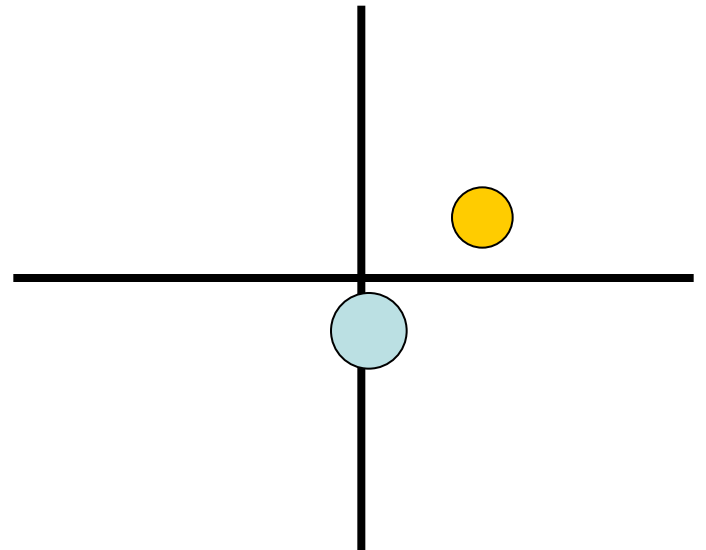
- With the TM we will achieve.....

Positioning

- Marketing Program Positioning Strategy
 - A short statement encompassing what will be achieved through manipulating the 4 p's
 - Product - intangible/tangible solutions that the target market is looking for.
 - Price - what "value" is the target market looking for?
 - Place - where does the target market look for it - how will you get it there?
 - People, Physical Evidence & Process also
 - Promotion - how will you communicate these things to the target market and how will you make them aware and finally purchase your offering (solution) above.
 - A positioning statement can be used to help quantify it

Positioning Statement and graphic

- Develop this in light of the customer benefits



Product or Service - think Solution

- What's the package of tangibles and intangibles you will make available to your TM inc brand.
- Think laterally about what this is and how the customer is benefiting....

Price - Value Package

- How will the TM perceive your price positioning
- What is the value proposition
- Who needs to make money in the value chain (map it). Who can add value in the chain
- What is the context of consumption

Place or Distribution

- Getting the product / service to the consumer/client at the right place, right time, right price

Physical Evidence

- The look and feel - physical cues or website for the virtual organisation
- What will the TM/ Stakeholders see or perceive ?

Process

- How can process help manage the Customer/Client/stakeholder experience
- What will the TM experience ?

People

- How are People important
- How can people add value to the customers/clients/stakeholders experience ?

Promotion

- Communication of the other P's to the TM and only TM or other important stakeholders/decision makers.
- Advertising
- Public Relations (publicity)
- Direct Marketing
- Sales Promotion
- Personal Selling
 - Which media?

Communication Plans

- Communication plans
 - Advertising
 - Public Relations & Publicity
 - Personal Selling
 - Sales Promotion
 - Direct Marketing
 - Choose a various tools to reach your TM and your communication goals
- What Media
- What Time Frames



Communication Plan

Action/Tool	Detail	Who/When	Objective	Target

Forecasts and Budgets

- Get the right numbers to support your plan
- Work out how to track this too. Impress the accountants – spreadsheets, project software.

Contingency and scenarios

- Possible what ifs ? (risk management and proactiveness)

Risk Event	Probability	Consequences	Responsibility	Response

Implementation

Tool or Action	Objective	Target	Timing	Responsibility	Progress
<ul style="list-style-type: none"> TV ad 	<ul style="list-style-type: none"> Create Awareness (measure TARPS) 	<ul style="list-style-type: none"> 25 -35 female Ch 10 	<ul style="list-style-type: none"> Lead up to pink ribbon day 	<ul style="list-style-type: none"> Jane - Marketing & ad agency 	<ul style="list-style-type: none"> Creative finished Places booked

Marketing your plan

- Who are the stakeholders
- What information do your stakeholders want
- How do they want to get it
- How can you get their buy-in
- Internal and external presentations, roadshows, incentives.
- Use hardcopy, intranet, extranet, video, podcast and chalk art in the hallways !