

(Sample Marketing Plan Template)

Steven R. Van Hook, PhD (2012)

Marketing Plan Title

Author's Name

Date

Table of Contents

Executive Summary	3
Goals and Objectives	4
Industry Analysis	6
Creating the Offer	8
Target Markets	10
Competition	11
Distribution Channels	12
Promotion	14
Organization Structure	16
Long Term Strategy	17
Financials	18
References	20

Executive Summary

For this section, include a brief overview of the marketing plan, summarizing the key components of the plan. It is best to write this section once all the others have been completed.

Goals and Objectives

Give a preliminary description of your product or service and what you hope to accomplish with your marketing campaign. Include incremental objectives you plan to accomplish as you attain your goal.

Industry Analysis

Summarize the history, current state of affairs, and future projections for the industry and business environment where you plan to market your product or service.

Creating the Offer

Define your product or service including the benefits; the price; the types of offering (consumer or business-to-business); the considerations of branding, packaging, labeling; and other issues related to your marketing plan's offer.

Target Markets

Identify the key demographics of your target audience: age, income, gender, geographical location, business type (for a business-to-business plan), etc.

Competition

Identify specific competitors you will be addressing, their strengths and weaknesses, how you might position yourself against them or how you might target a different audience, etc.

Distribution Channels

Describe how your product or service will reach your customers.

Promotion

Describe how you will promote your plan, the media you might select, any public relations campaign ideas, the marketing messages you will develop, etc.

Organization Structure

Describe the organization structure here. Consider who will manage your marketing plan, the legal structure you will operate within, the roles that need to be filled, the key players of the organization, the key players' credentials, etc.

Long Term Strategy

Nobody expects a marketing campaign to produce immediate results. Lay out your long term goals and objectives in yearly increments: Year 1; Year 2; Year 3.

Financials

Overhead, office expense, production costs, salaries, promotion, projected revenues, etc.

References

You can either cite your reference materials as footnotes within the document, or as a list of reference citations here.