

Marketing Plan



بابک کاظمی بجستانی

- مدرس و مشاور برندسازی و بازاریابی
- رئیس هیئت مدیره شرکت آرتمن
- مدیر مدرسه بازاریابی آو



نشیده‌ای که، زیر چناری، کدوبنی
برُست و بردمید برو بر، به روز بیست؟

پرسید از آن چنار که تو، چند ساله‌ای؟
گفتا "دویست باشد و اکنون زیادتی است"

خندید ازو کدو که "من از تو، به بیست روز
برتر شدم بگو، تو که این کاهلی ز چیست؟"

او را چنار گفت، که "امروز ای کدو،
با تو، مرا هنوز، نه هنگام داوری است"

"فردا که بر من و تو وزد باد مهرگان
آنگه شود پدید که از ما دو، مرد کیست"

ناصر

خسرو

TO STUDY MORE!

Simply Put

Why Clear Messages Win
—and How to Design Them

Ben Guttmann

'One of the most important books I've ever read —
an indispensable guide to thinking clearly about the world' Bill Gates

FACTFULNESS

TEN REASONS
WE'RE WRONG ABOUT
THE WORLD — AND WHY
THINGS ARE BETTER
THAN YOU THINK

Hans Rosling with Ola Rosling and Anna Rosling Rönnlund

Principles of Marketing

NINETEENTH EDITION

Philip Kotler
Gary Armstrong
Sridhar Balasubramanian

GLOBAL EDITION

Integrated Marketing Communications

second edition

David Pickton • Amanda Broderick

Designing Brand Identity

third edition

Alina Wheeler
Rob Meyerson

a comprehensive guide to
the world of brands and branding

WILEY

“Brand is not what you say it is.

It’s what they say it is.”

Marty Neumeier





برخی از صاحبان و مدیران کسب‌وکار، هنوز فکر می‌کنند، وقتی محصول یا خدمتی درخشان در اختیار دارند، همین که عرضه‌اش کنند، مخاطبان آن را همچون دُرّی گران‌بها کشف می‌کنند!

در صورتیکه در روزگارِ تعدد رسانه و پیام، مشک آنست که خود ببوید، و عطار هم بگوید!

و لازمه‌ی انسجام در گفتارِ عطار (صاحب کسب‌وکار)، داشتن استراتژی و برنامه شفاف در بازاریابی و برندسازی و خلق یک پیام کلیدی (Core Message) و استمرار در بیان آن، با همه‌ی ابزارهای بازاریابی‌ست.



مارکتر یا بازاریاب؟

- استراتژی توسعه‌ی محصول
- پیش‌بینی فروش
- قیمت‌گذاری و تحلیل سود و زیان
- تحقیقات بازار (رقبا و مشتریان)
- توسعه‌ی بازار
- ارتباطات بازاریابی و تبلیغات
- مدیریت برند

INTRODUCTION

- In *new companies*, managers are sometimes too busy for planning.
- In *small companies*, managers may think that only large corporations need planning.
- In *mature companies*, many managers argue that they have done well without formal planning, so it cannot be very important.



INTRODUCTION

- Managers may argue that the *marketplace changes too fast for a plan* to be useful. But, the opposite is true!
- It forces the company to *sharpen its objectives* and policies, leads to better co-ordination of company efforts, and provides *clearer performance standards* for control.

CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET



“It encourages *systematic thinking*”

TYPES OF PLANNING

- **Annual plan** is a short-term plan that describes the *current situation, company objectives, the strategy for the year, the action program, budgets and controls*.
- **Long-range plan** describes the primary factors and forces affecting the organization during the next several years. It includes the *long-term objectives*, the *main marketing strategies* used to attain them and the *resources required*. Long-range plan is reviewed and updated each year so that the company always has a current long-range plan.
- **Strategic planning** is the process of developing and maintaining a strategic fit between the organization's *goals and capabilities* and its *changing marketing opportunities*.

Marketing Plan
is usually *annual*
and mostly *strategic*

WHAT IS MARKETING PLAN?

A marketing plan is a **document** that lays out the marketing efforts of a business in an upcoming period, which is **usually a year**. It outlines the marketing strategy, promotional, and advertising activities planned for the period.



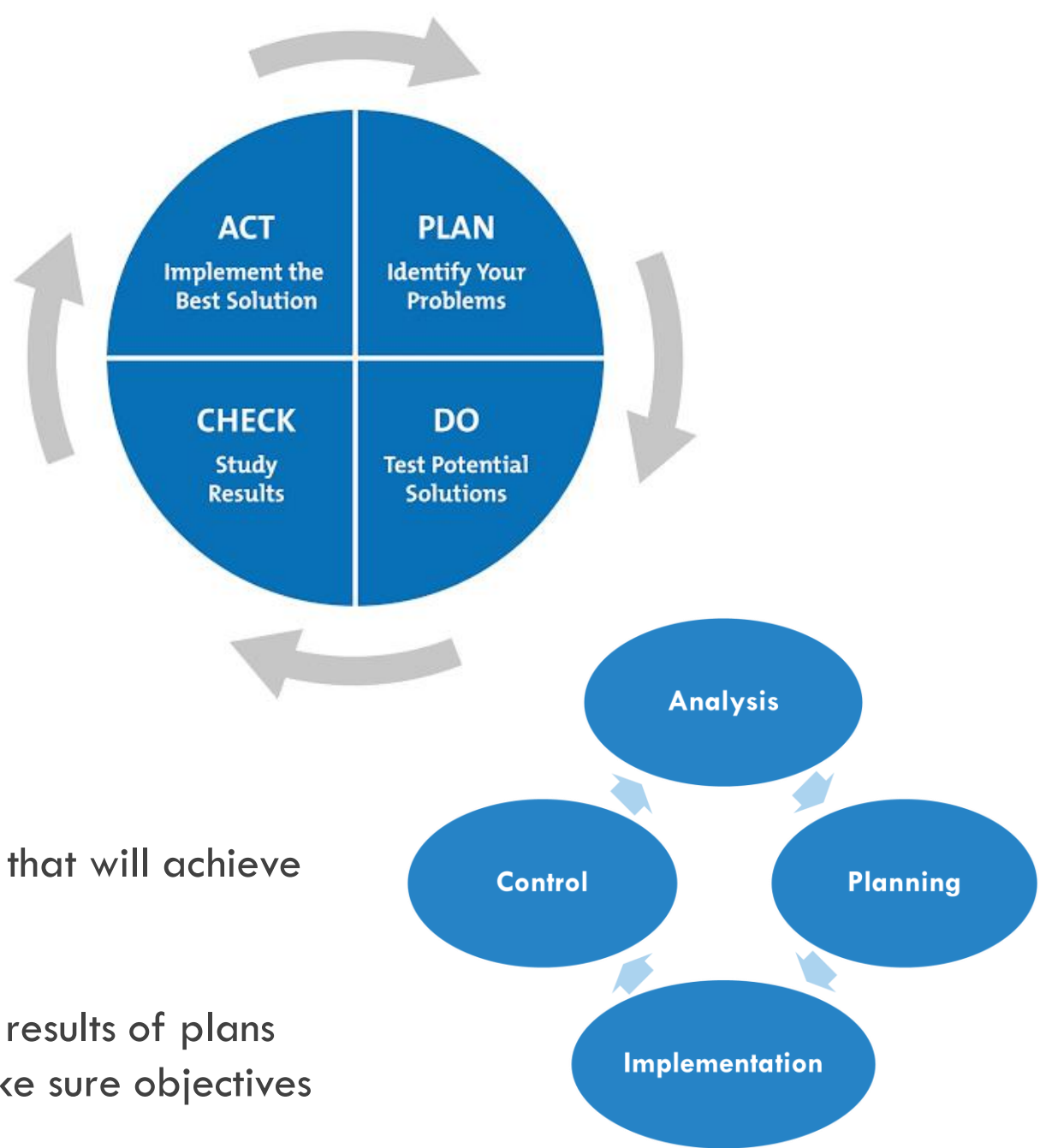
PLANNING PROCESS

Planning begins with a complete **analysis** of the company's situation.

Then, the company decides **what to do** with each business unit and marketing planning involves deciding marketing strategies that will help the company attain its overall strategic objectives.

Implementation turns strategic plans into actions that will achieve the company's objectives.

Control consists of measuring and evaluating the results of plans and activities, and taking corrective action to make sure objectives are being achieved.



ELEMENTS OF A MARKETING PLAN

- Market research
- Current business marketing positioning
- Outline of the business target market
- Marketing strategies
- Competition
- Marketing mix
- Marketing activities
- Key performance indicators (KPIs)
- Marketing budget
- Monitoring and performance mechanism
- Executive Summary



MARKET AND SITUATION ANALYSIS

Economic environment

Here you should look at the factors that affect your *consumers' purchasing power* and *spending patterns*.

- What is the economic environment that you are operating in?
- Is it a growth, recovery or recession?
- Will it be easy to find staff?
- What is the current interest rate? Is it increasing or decreasing?



MARKET AND SITUATION ANALYSIS

Social environment

- What are the social and demographic trends?
- Is the population aging?
- Are family structures changing?
- Are there changes in the level of education?



MARKET AND SITUATION ANALYSIS

Technological environment

The technological environment *changes rapidly*. You need to make sure that you are aware of trends in your industry and other industries could affect your business.

New technologies create new markets and can influence your consumers and competitors.

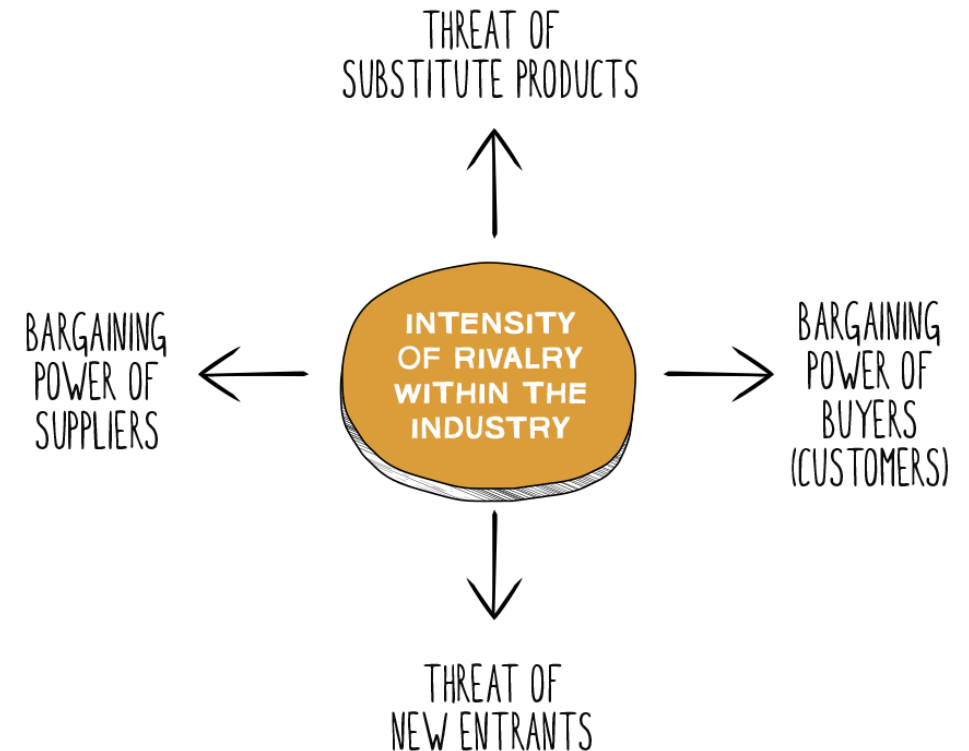


MARKET AND SITUATION ANALYSIS

Competitive environment

- What are your competitors doing?
- How many competitors do you have?
- What is your advantage over your competitors?
- What are the trends in your industry?
- Are there new entrants in the market?
- Has a substitute product been introduced?
- Are there changes in industry practices or new benchmarks to use?

PORTER'S FIVE FORCES MODEL



MARKET AND SITUATION ANALYSIS

Political environment

Consider the political environment for the areas that your business will trade and operate in.

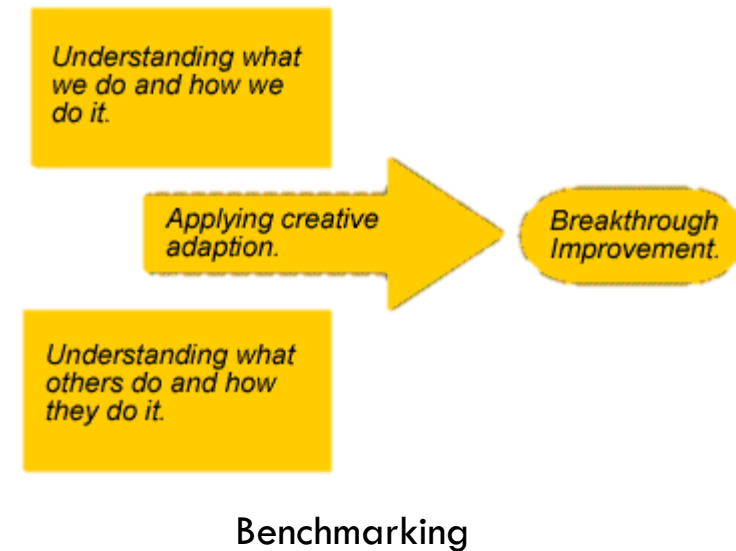
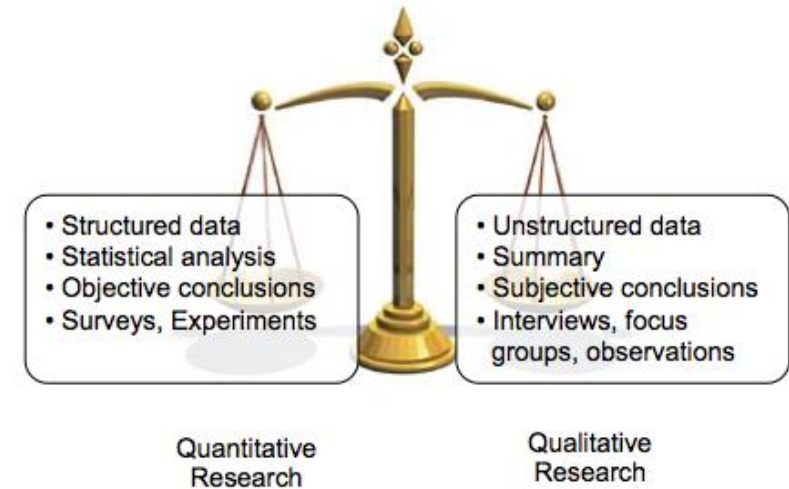
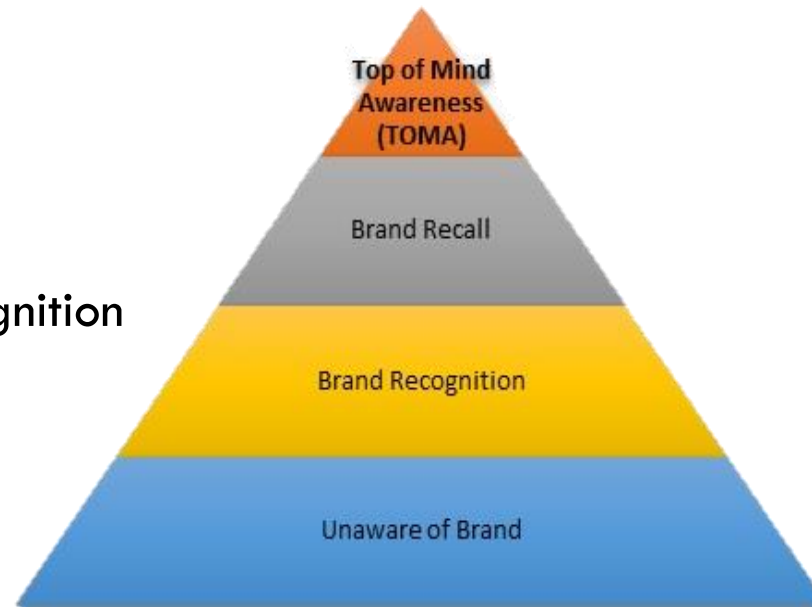
- Is there a stable political system?
- Are there any licences and regulations that you should be aware of?
- Do you need to win support to be able to operate?



MARKET RESEARCH FINDINGS

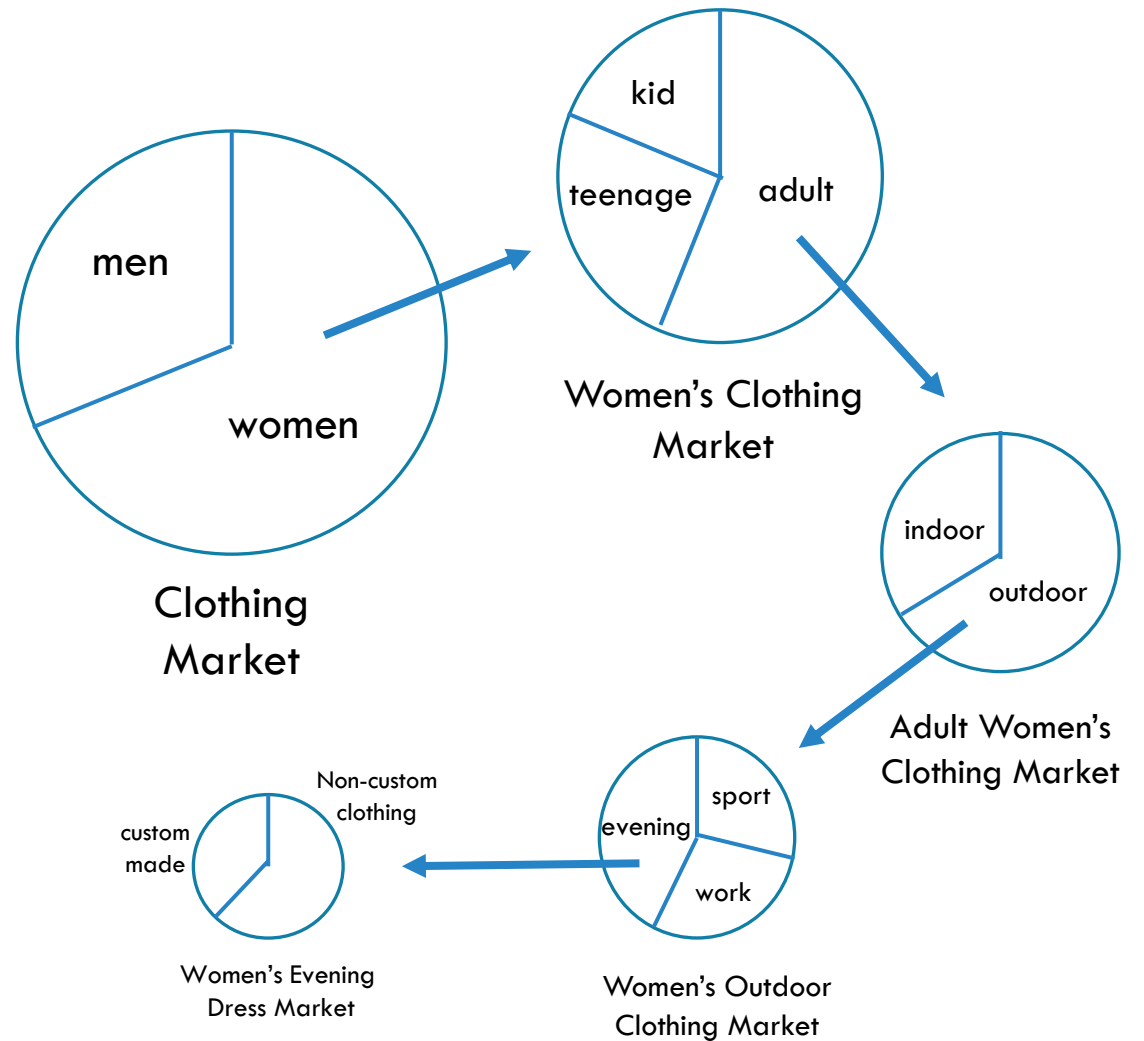
Provide an overview of your market research findings. This could include:

- products and services and their customer fit
- customer profiles
- customer characteristics
- customer needs and wants
- brand TOM, recall and recognition



MARKET SEGMENTATION

Although all of your customers use your product or service they will value different aspects of it such as price, design, or ease of access. You can segment your market by customers that have *shared values*.

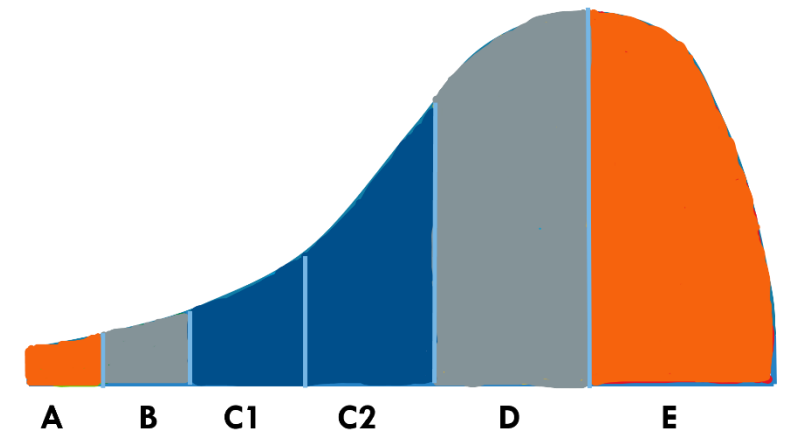
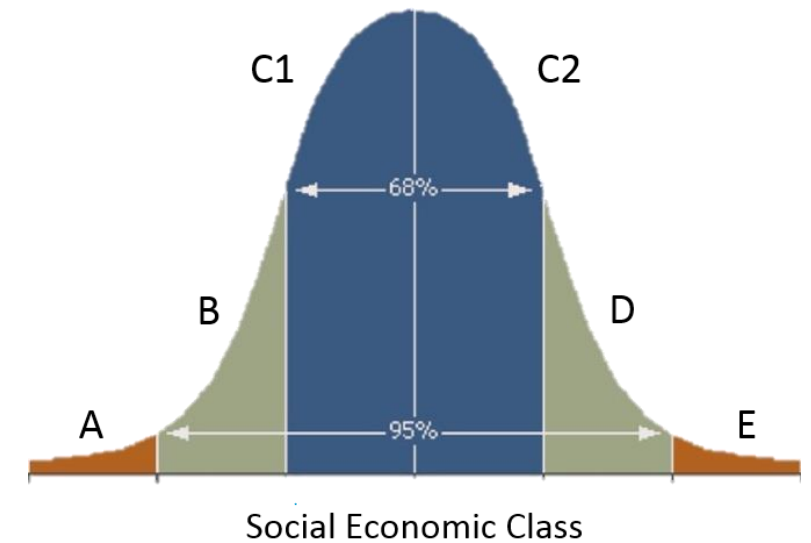


SEGMENT CHARACTERISTICS

Each segment will offer growth and profit opportunities so the trick is to deliver *the best offer to the best segment*.

You can profile your target segments using such categories:

- Geographic:** ex: location, population size or climate.
- Demographic:** ex: age, gender, family size, family life cycle or income.
- Psychographic:** ex: social class, lifestyle, motivation or personality.
- Behavioural:** ex: product benefits, frequency of use or brand loyalty.





MISSION STATEMENT

This is a statement of your **businesses purpose**, what you want to achieve. Your mission statement **should be market orientated**. It often includes a general description of the organization, its function, and its objectives.

- **Disney's** could be “We create happiness by providing the finest in entertainment for people of all ages.”
- **IKEA's** is “To offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.”
- **Tesla's** is “to accelerate the world's transition to sustainable energy.”



TESLA

VISION STATEMENT

A vision can be defined as *a mental picture for the future*. This is a statement that tells the employees what the organization values and *wishes to achieve* or become. A vision gives a road map that an organization would like to meet *in the reserved future*. It helps in creating a common identity and a shared sense of purpose.

- **Microsoft:** We strive to create local opportunity, growth, and impact in every country around the world
- **LinkedIn:** Create economic opportunity for every member of the global workforce.
- **Meta:** Give people the power to build community and bring the world closer together.



[*a mission statement is a roadmap for the company's vision statement*]

- **Mission statements** describe the current purpose a company serves. The company's function, target audience, and key offerings are elements that are often mentioned in a mission statement.
- **Vision statements** are a look into a company's future or what its overarching vision is. The same elements from the mission statement can be included in a vision statement, but they'll be described in the future tense.

OBJECTIVES



Unlike a vision and mission, an objective can be defined as a specific aim or goal.

- Objectives should be detailed, explicit and they should be challenging.
- An objective should have a particular time horizon.
- They should be flexible enough so that if changes are required.
- Objective are meant to be attainable, measurable and understandable.
- They are meant to achieve of the organization's mission and vision

VISION & OBJECTIVES

S

Specific

- State what you'll do
- Use action words

M

Measurable

- Provide a way to evaluate
- Use metrics or data targets

A

Achievable

- Within your scope
- Possible to accomplish, attainable

R

Relevant

- Makes sense within your job function
- Improves the business in some way

T

Time-bound

- State when you'll get it done
- Be specific on date or timeframe

VISION & OBJECTIVES

Vision: can be achieved, but it takes a considerable amount of time.

Objective: can be easily achieved.

Achievability

Vision: is very vast and is comparatively long term.

Objective: is specific and can be short term.

Specificity

Vision: refers to a future position of an organizational body.

Objective: refers to a specific, quantifiable, detailed goal.

Definitions

an organization has a single **Vision** often known as the vision statement.

an organization can have many **Objectives**.

Organization

The *key difference* between a vision and an objective is that while a *vision can seem distant and broad*, an *objective is much more specific and easily achievable*.

SWOT ANALYSIS

A SWOT analysis will look at the organization's **internal** strengths and weaknesses and **external** opportunities and threats.

- **Strengths** are the **organization's competitive advantages** that are **not easily duplicated**. They represent the skills, expertise, and efficiencies that an organization possesses over its competitors.
- **Weaknesses** are **impediments found in the operations of an organization**, and they stifle growth. These can include outdated machinery, inadequate working capital, and inefficient production methods.
- **Opportunities** are **prospects for growth** in the business through the adoption of ways to take advantage of the chances. They could include entry into new markets, adopting digital marketing strategies, or following new trends.
- **Threats** are **external factors that can affect the business negatively**, such as a new powerful competitor, legislative changes, natural disasters, or political situations.



SWOT ANALYSIS

SWOT samples

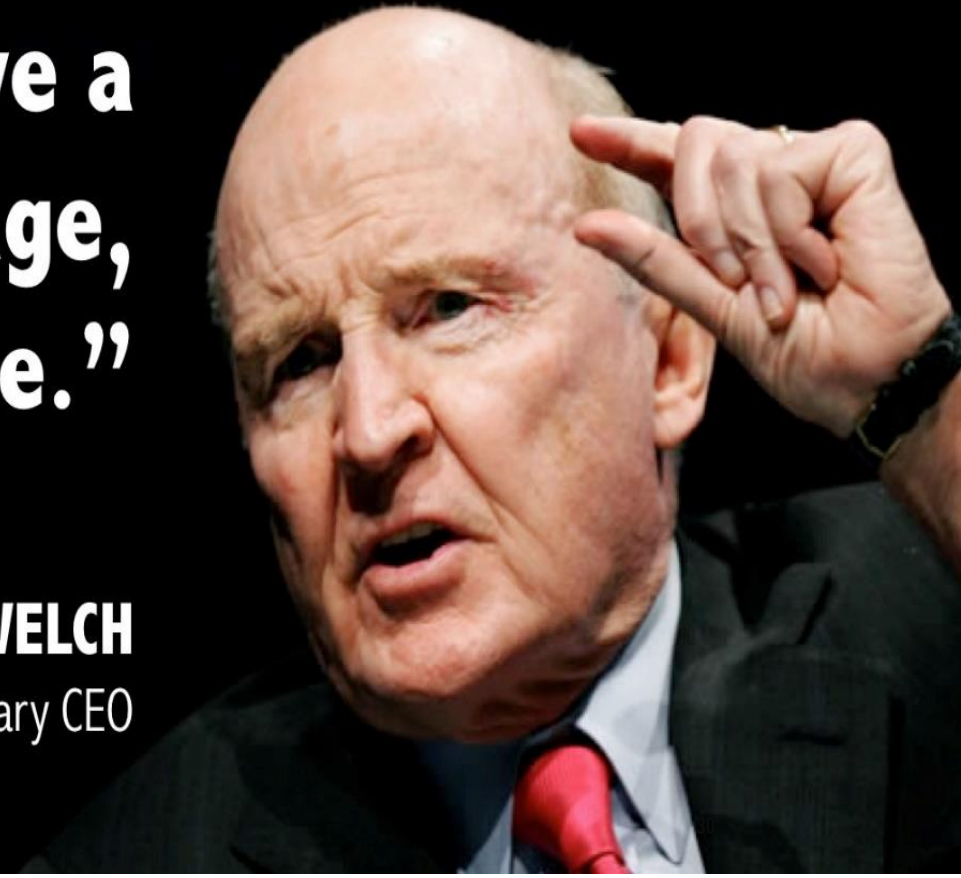
Strength • superior customer service • excellent store location • a unique product	Weakness • poorly trained staff • undifferentiated product or service • poor stock management system
Opportunity • entering a young developing market • introduction of a government grant to increase consumption of your product (eg: solar power) • acquiring distribution rights for a complimentary product	Threat • new competitor entering your market • new regulations • increased trade barriers • sanctions

COMPETITIVE ADVANTAGE

Competitive advantage is an advantage over competitors gained by offering consumers **greater value** than competitors offer.

“If you don’t have a competitive advantage, don’t compete.”

JACK WELCH
legendary CEO



ON COMPETITION



MICHAEL E. PORTER

A HARVARD BUSINESS REVIEW BOOK

نقطه قوت و مزیت رقابتی

یک برند، ممکن است **نقاط قوت متعددی** داشته باشد؛

اما لزوماً همه‌ی آنها عامل موفقیت،

و انتخاب شدن بین رقبا نیستند.

نقطه‌ی قوتی که **عامل برتری در رقابت** می‌گردد،

مزیت رقابتی نامیده می‌شود.

از نگاه **Michael Porter**

مزیت رقابتی معمولاً یا بر اساس **قیمت رقابتی‌ست**،

یا **تمایز کلیدی** نسبت به رقبا.

COMPETITIVE ADVANTAGE

- **Overall cost leadership**

Lowest production and distribution costs



RENAULT



- **Differentiation**

Creating a highly differentiated product line and marketing program



Mercedes-Benz



- **Focus**

Effort is focused on serving a few market segments



Strategy is about setting yourself apart from the competition. It's not a matter of being better at what you do - it's a matter of being different at what you do.

— Michael Porter —

پیام اصلی کسب و کار

پیام اصلی برند (Core Message) در حول نیاز مشتری (Customer Need) شکل می‌گیرد، و لزوماً رسالت آن توصیف مشخصات محصول (Product Features) نیست؛ به همین دلیل باید به گونه‌ای طراحی شود، که آنقدر بنیادین باشد، که فرصت شنیده شدن توسط بخش اصلی مخاطبان هدف را، داشته باشد.



برندهای بزرگ؛

اول باور (Concept) می‌سازند، بعد جمله (Slogan) را پیدا می‌کنند.

برندهای ضعیف؛

اول جمله (Slogan) می‌سازند، و امیدوارند باور (Concept) هم از راه برسد.

برند قوی لزوماً، بهترین محصول را ندارد، برندی قوی‌ست که مردم باور کنند بهترین انتخاب است.

برندها با ویژگی (Features) نمی‌برند، با معنا می‌برند؛

و اگر باور ساخته نشود، هیچ شعاری، به تنهایی، نجات‌بخش نیست.

تفاوت پیام اصلی و شعار برند



You're capable of more than you think.



You think different and need tools that don't hold you back.



You can build your dream home on a budget.



Simple moments together matter.



If your loved ones matter, we've got your back.



You can feel at home anywhere you go.

باید دانست که پیام اصلی برند
(Core Message) در واقع
پشتوانه نظری شعار برند
(Brand Slogan) است.

شعار برند؛ چیزیست که
می‌شنوی و پیام برند؛ چیزیست
که احساس می‌کنی.

BRAND POSITIONING STATEMENT

The **onliness** statement :

What: The only (*category*)

How: that (*differentiation characteristic*)

Who: for (*customer*)

Where: in (*market geography*)

Why: who (*need state*)

When: during (*underlying trend*).

Example: *Harley Davidson* is...

What: The only motorcycle manufacturer

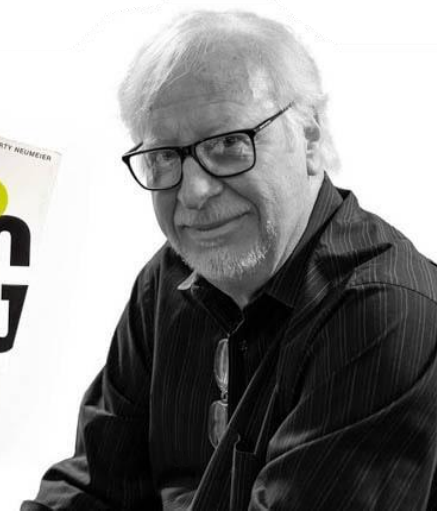
How: that makes big, loud motorcycles

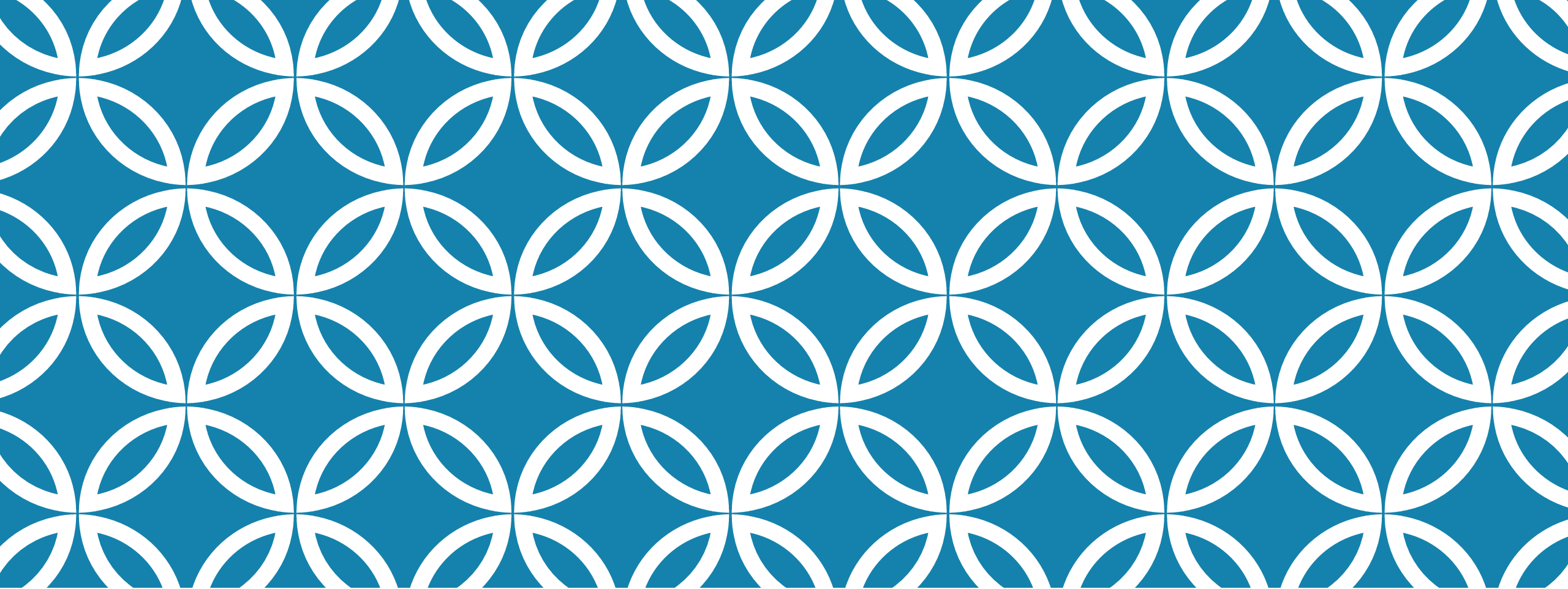
Who: for macho guys (and “macho wannabees”)

Where: in the United States

Why: who want to join a gang of cowboys

When: in an era of decreasing personal freedom.





MARKETING MIX STRATEGY

FUNCTIONAL STRATEGIES

	Existing products	New products			
Existing markets	Market penetration	Product development			
					
New markets	Market development	Diversification			
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<u>Related Diversification</u>	<u>Unrelated Diversification</u>				
					

MARKETING MIX OUTLINE

The **'4Ps'**, or the **marketing mix**, is a description of the strategic position of a product in the marketplace.

Marketing Mix			
Product	Promotion	Price	Place
Variety Quality Design Features Brand name Packaging Services Guarantee	Advertising Promotions Personal selling Publicity Budgeting strategy	Profit margin Price list Discounts Allowances Payment periods Credit terms	Growth rate Sales forecasting Market share Channels Coverage Locations Inventory Transport

“Marketing Mix is the **set of controllable variables** that the firm can use to influence the buyer's response”

Philip Kotler

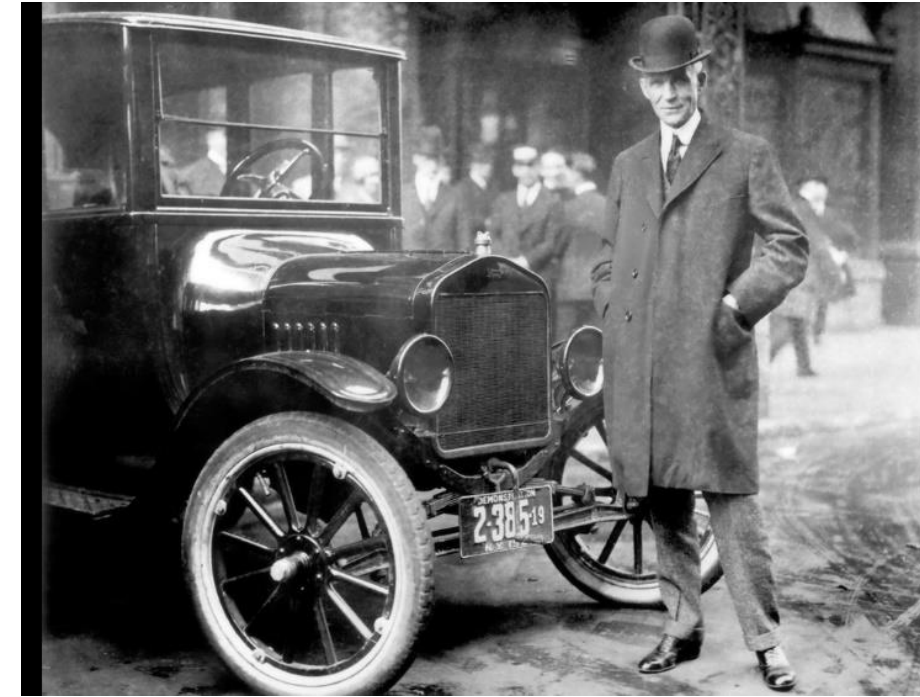
PRODUCT

a **product, service** or idea is what satisfies the needs of the customers.

Intangible products are often service based like tourism.

We can evaluate a product by its **variety, quality, design, brand, packaging** and ...

Quality is a perceptual, conditional and somewhat subjective attribute and may understood differently by different people. Customers may focus on a specific association of product quality or how it compares to competitors in the market (**perceived quality**).



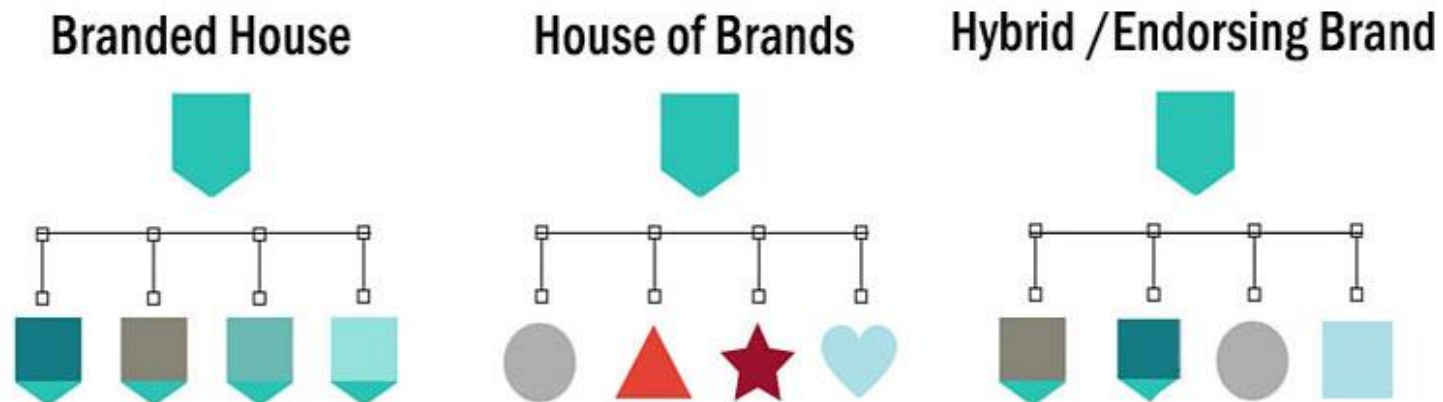
Henry Ford's famous quote about the Model T (**product variety**) was, "Any customer can have a car painted any color that he wants, so long as it is black."

PRODUCT & BRAND

Branding Primary Functions

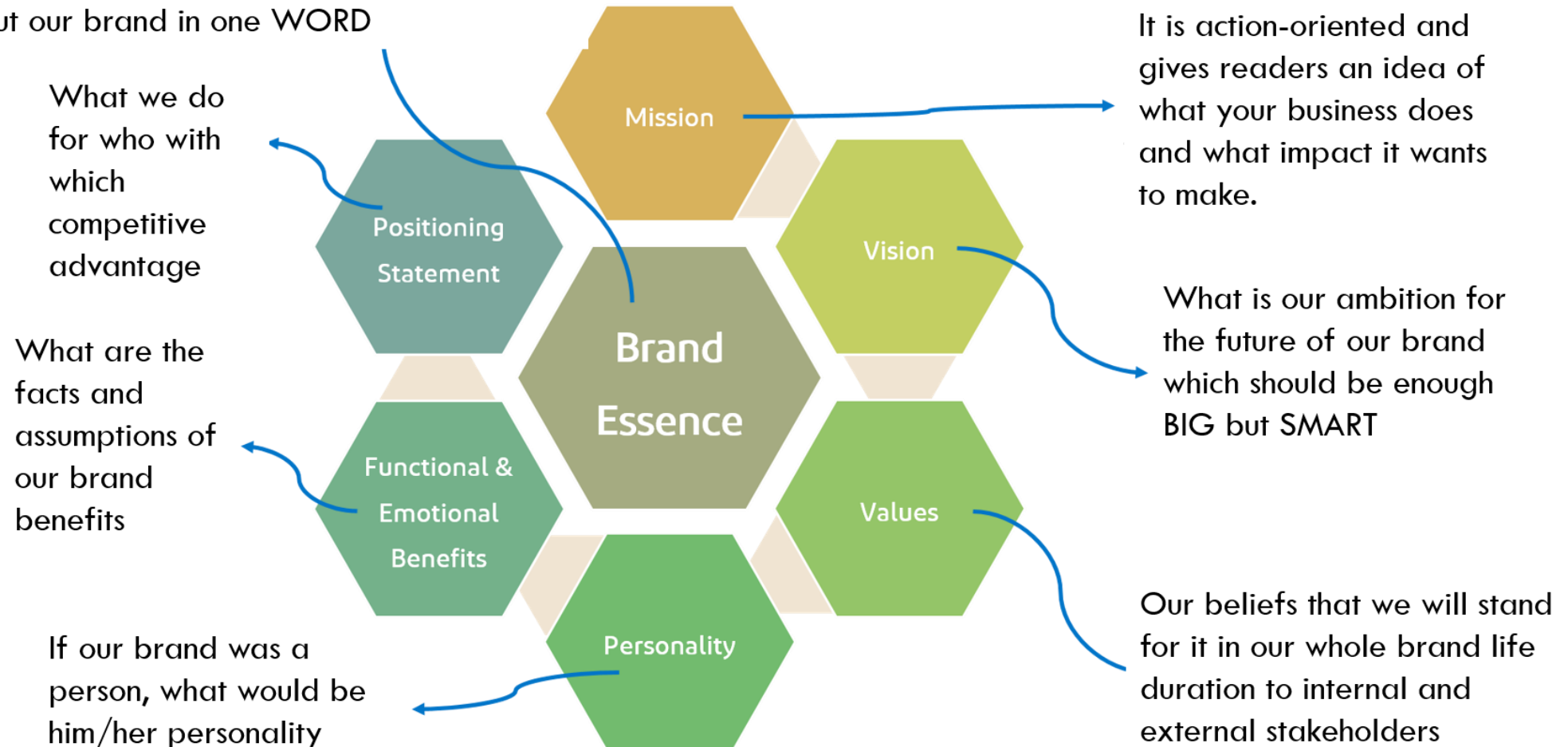
- Navigation
- Reassurance
- Engagement

Brand Architecture

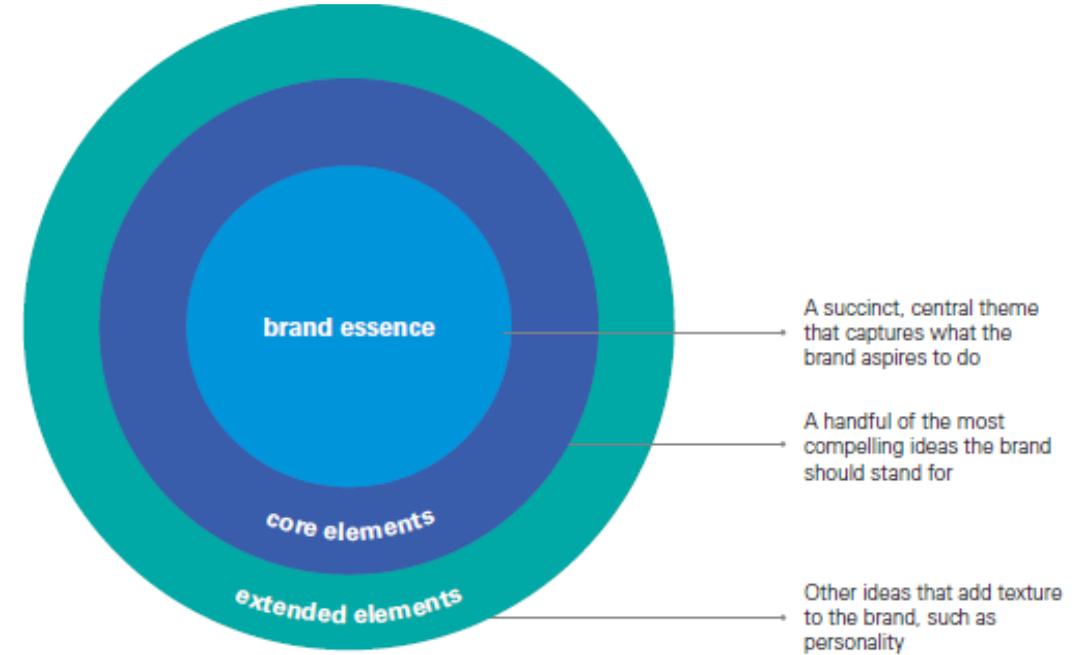


BRAND STRATEGY MAIN ELEMENTS

If we compress all we have said and would have done about our brand in one WORD



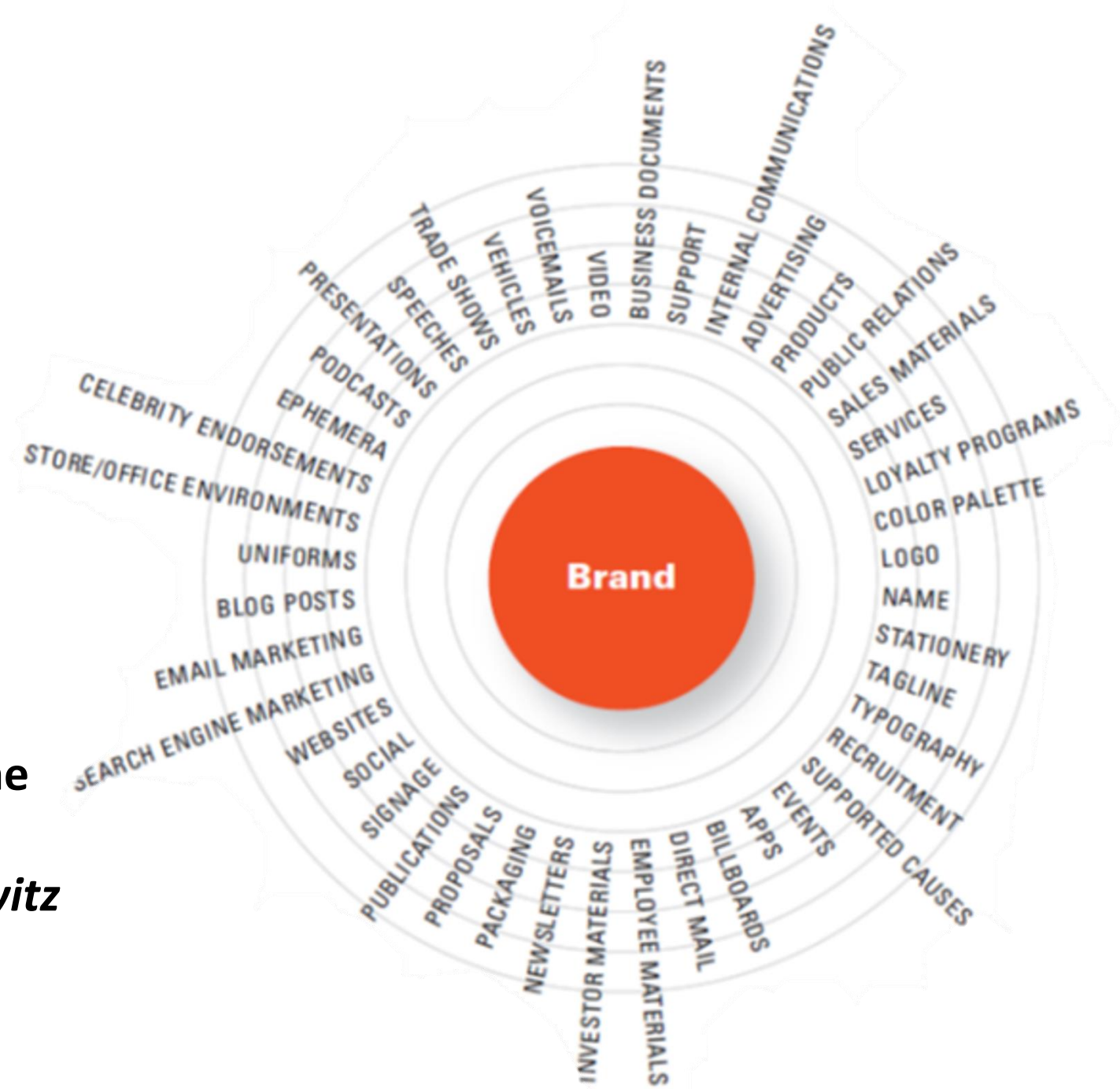
BRANDING PROCEDURE



BRAND TOUCHPOINTS

**Stop pretending there's a difference
between "online" and "real life."
Every aspect of our lives has an online
component.**

Annalee Newitz





PRODUCT LIFE CYCLE



Introduction:

- Most expensive stage (research, ...)
- Launching a new product
- **Small market size** and sales are low

Growth:

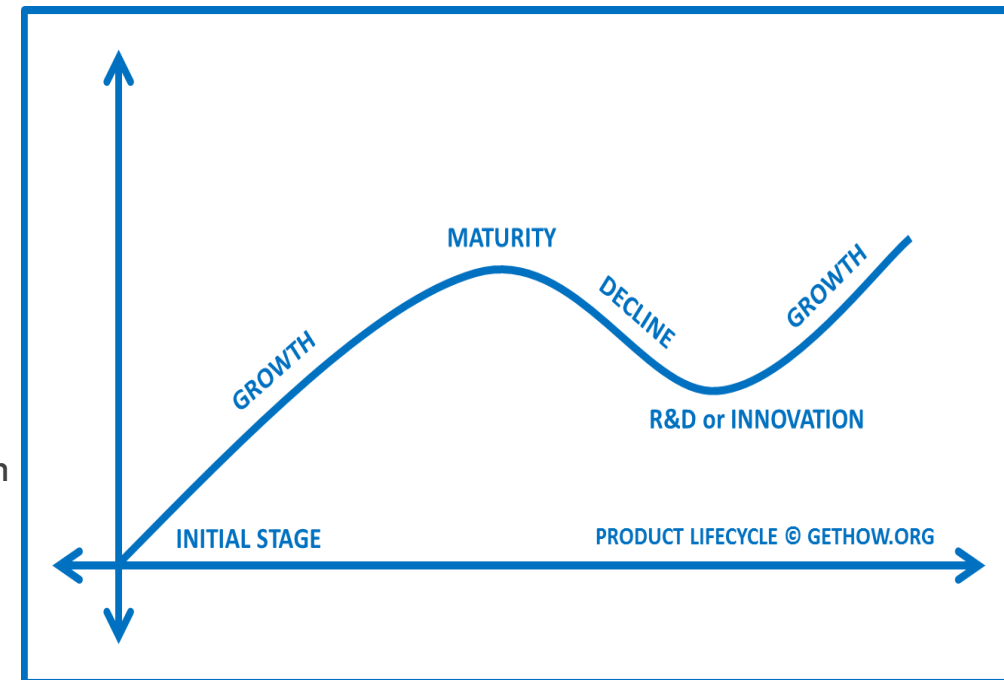
- Strong growth in sales and profits
- **Economies of scale** in production
- Invest more money in the promotion

Maturity:

- Maintain the built up market share
- **Most competitive time**
- Product modifications for competitive advantage

Decline:

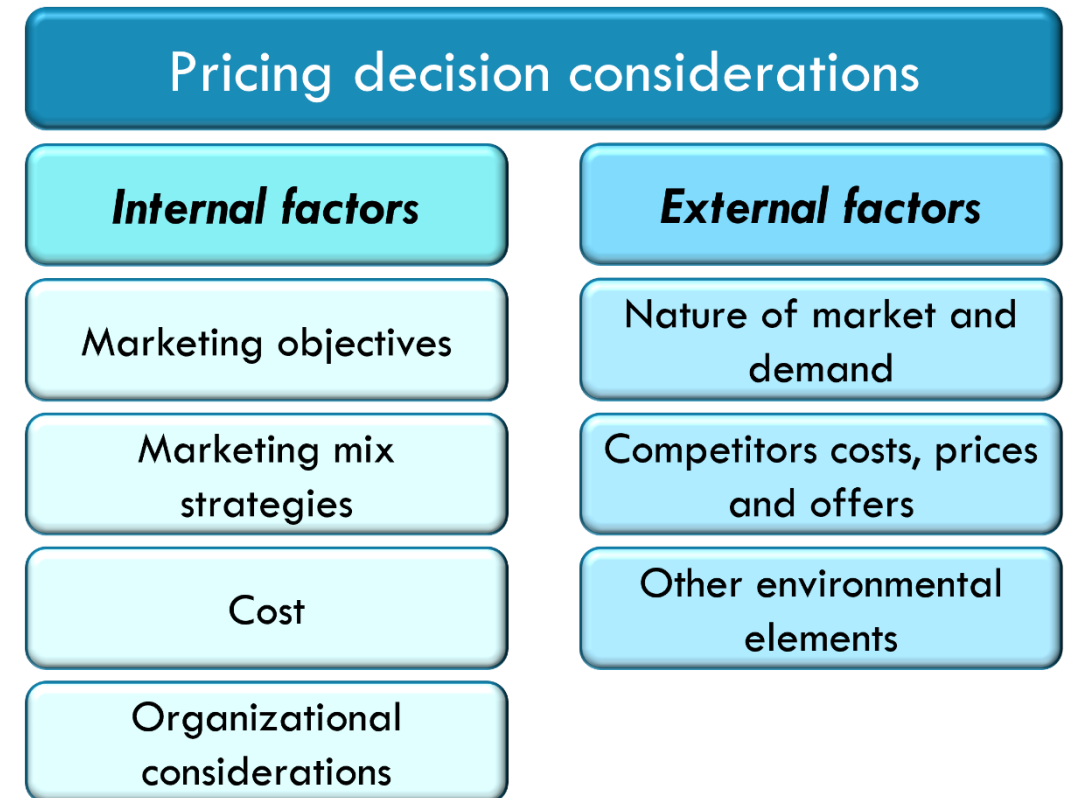
- Market share start to shrink (saturation or switch)
- Less promotional cost
- Less-expensive production methods



PRICE

The **amount of money** charged for a product or service, or the sum of the **values that consumers exchange** for the benefits of having or using the product or service.

Of all the aspects of the marketing mix, **price is the one**, which creates sales revenue, and the **most flexible element**.



PRICING APPROACHES

Cost-based pricing Vs. Value-based pricing



Cost-based approach



Value-based approach

Pricing Vs. Product quality level

		Price		
		High	Medium	Low
Product or service quality	High	Premium	High value	Superb value
	Medium	Over charging	Average	Good value
	Low	Rip-off	False economy	Economy

PRICING STRATEGIES

- Market-Penetration Pricing
- Market-Skimming Pricing
- Product Line Pricing
- Optional-Product Pricing
- Product Bundle Pricing
- Captive-Product Pricing



Main Product



Captive Product



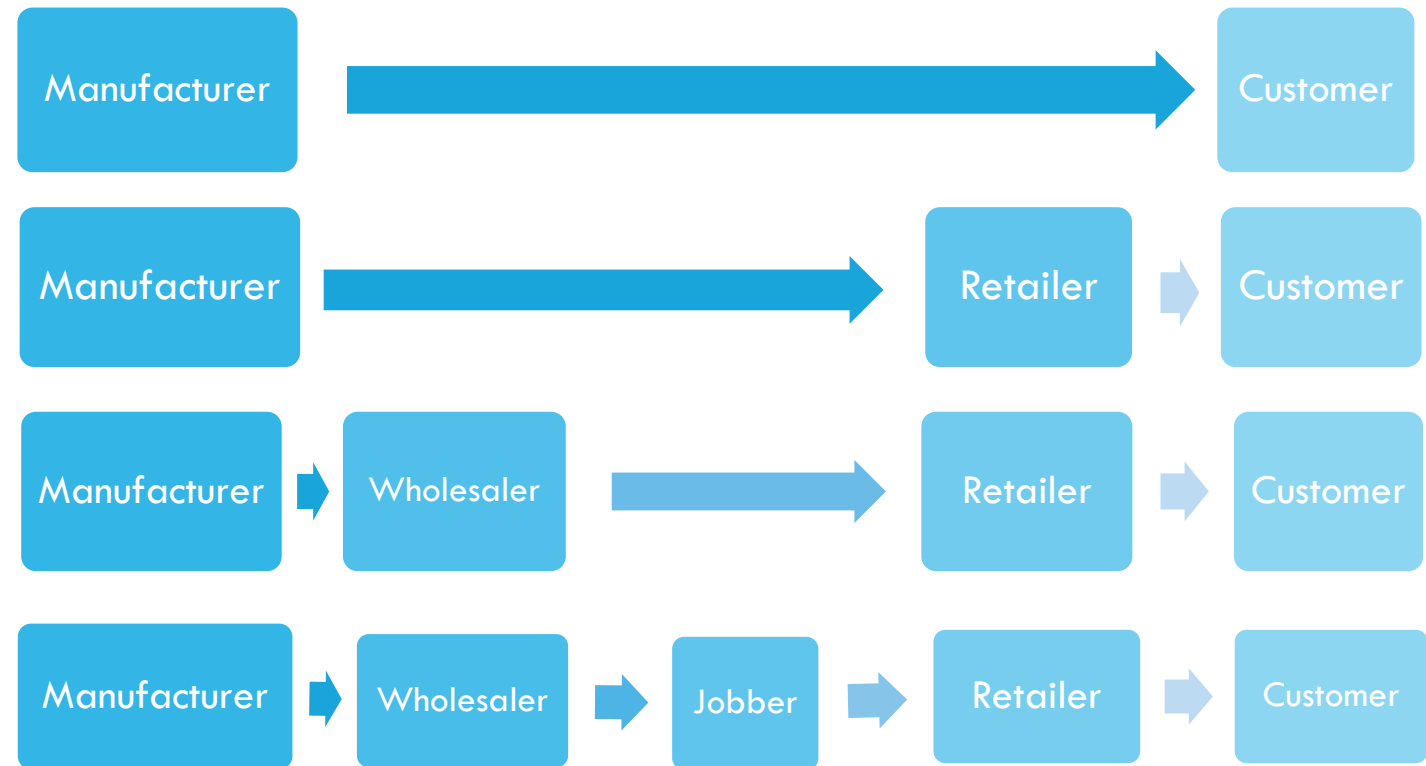
PLACE

Channel choices *affect other decisions* in the marketing mix and channel decisions involve *long-term commitments* to other firms.



NUMBER OF CHANNEL LEVELS

- The number of intermediary levels indicates the length of a marketing channel.
 - Direct Channels
 - Indirect Channels
- Producers lose more control and face greater channel complexity as additional channel levels are added.



COMPETITIVE STRATEGIES — MARKET LEADER

Expanding the total demand

- Finding new users
- Discovering and promoting new product uses
- Encouraging greater product usage



Protecting market share

- Continuous innovation



Expanding market share

- Profitability rises with market share



COMPETITIVE STRATEGIES — MARKET CHALLENGER

Challenge the market leader

- High-risk but high-gain
- Sustainable competitive advantage over the leader is key to success
- Full frontal vs. indirect attacks



COMPETITIVE STRATEGIES — MARKET FOLLOWER

Follow the market leader

Focus is on improving profit instead of market share

Many advantages:

- Learn from the market leader's experience
- Copy or improve on the leader's offerings



COMPETITIVE STRATEGIES — MARKET NICHER

Serving market niches means *targeting sub segments*

Good strategy for *small firms* with *limited resources*

Offers *high margins*

Specialization is key

- By market, customer, product, or marketing mix lines



Ermenegildo
Zegna



PROMOTION

Within the framework of the four Ps, promotion refers primarily to *marketing communications*.

These communications use channels such as *public relations, advertising, direct marketing, email marketing, social media marketing*, or *sales promotions*; think of it as any way marketers disseminate relevant product information to their target customers.

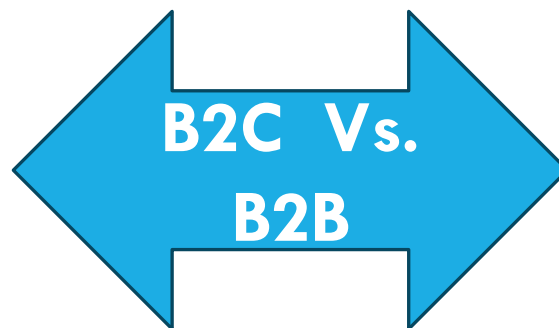
Some key questions that marketers need to answer include:

- How will you reach your target audience?
- Where will you send your marketing messages to your target audience?
- When is the best time to promote?



تفاوت‌های اصلی در بازاریابی B2C و B2B

- ✓ عامل تصمیم‌گیری، فردی و تا حدی احساسی
- ✓ هدف از خرید، معمولاً بر مبنای نیاز تک عاملی
- ✓ فرآیند تصمیم‌گیری، عموماً کوتاه و سریع
- ✓ رابطه با مشتری، در بیشتر موارد یکبار و بدون امتداد
- ✓ قیمت، معمولاً مقطوع و عمومی
- ✓ دانش مشتری، محدود و در حد استفاده جاری
- ✓ نقش برند، تحریک احساسات و سبک زندگی



- ✓ عامل تصمیم‌گیری، بصورت جمعی و فرآیندی در چند مرحله (فنی، مالی و ...)
- ✓ هدف از خرید، برای حل یک مساله سازمانی (هزینه، بهره‌وری، کاهش ریسک و ...)
- ✓ فرآیند تصمیم‌گیری، عموماً طولانی
- ✓ رابطه با مشتری، در بیشتر موارد بلند مدت و نیازمند پشتیبانی مستمر و آموزش
- ✓ قیمت، معمولاً مبتنی بر مذاکره، حجم خرید و چانه‌زنی
- ✓ دانش مشتری، اغلب در تعامل با متخصصین و کاربران حرفه‌ای
- ✓ نقش برند، عامل کاهش ریسک و اعتبار

MARKETING COMMUNICATION IS:

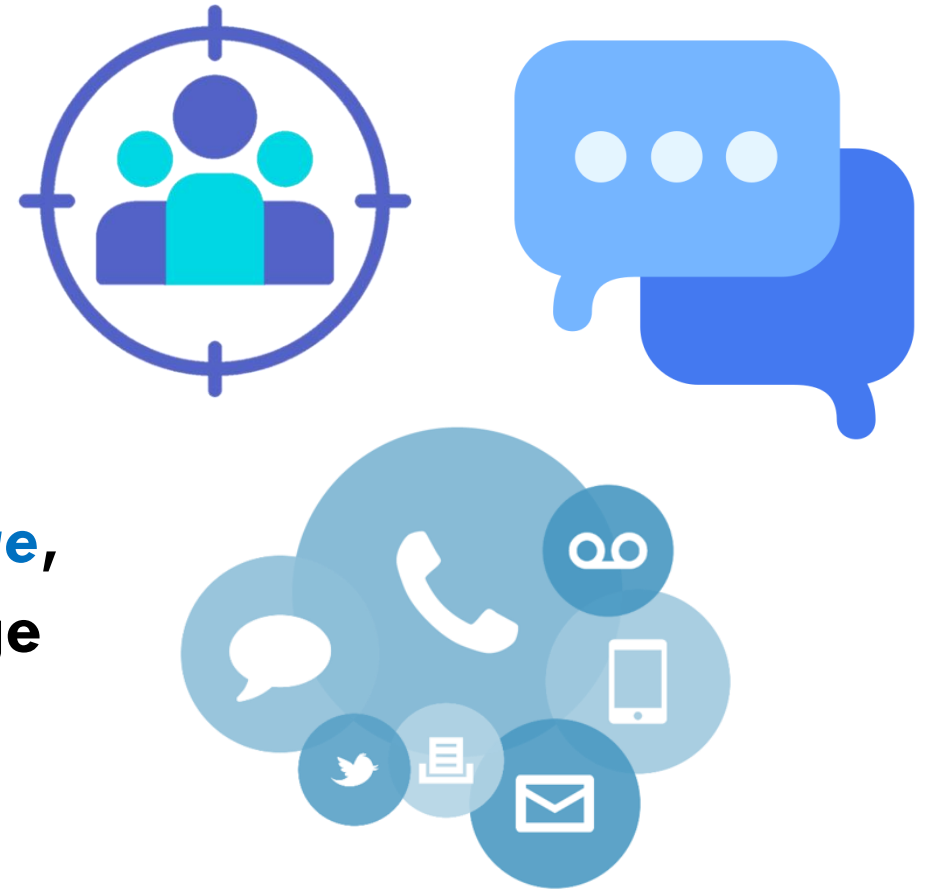
All the *promotional elements* of the marketing mix which involve the *communications between an organization* and *its target audiences* on all matters *that affect marketing performance*.

Marketing communications is a part of marketing just as advertising is a part of marketing communications.

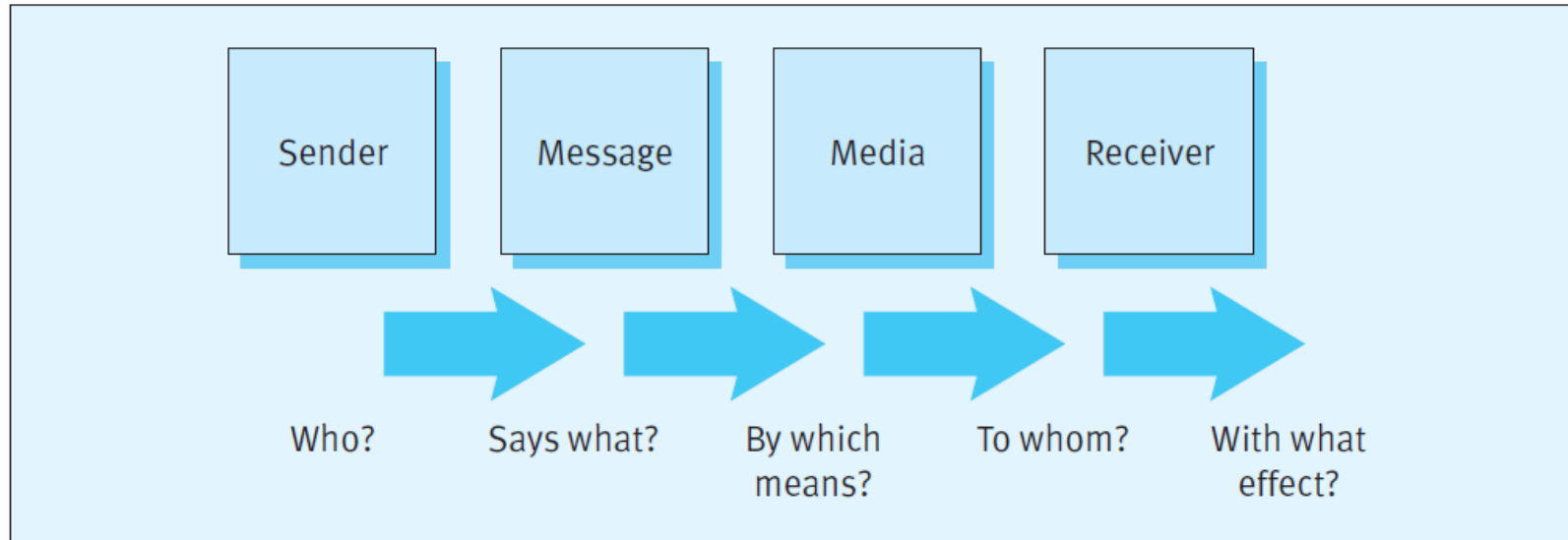
Communication Strategy is a plan for delivering a ***message*** to ***Identified Target Audience***.

Every Communication Strategy should clearly identify ***three crucial factors***:

These include the ***audience***, ***the message***, and ***the channels*** via which the message should be delivered.

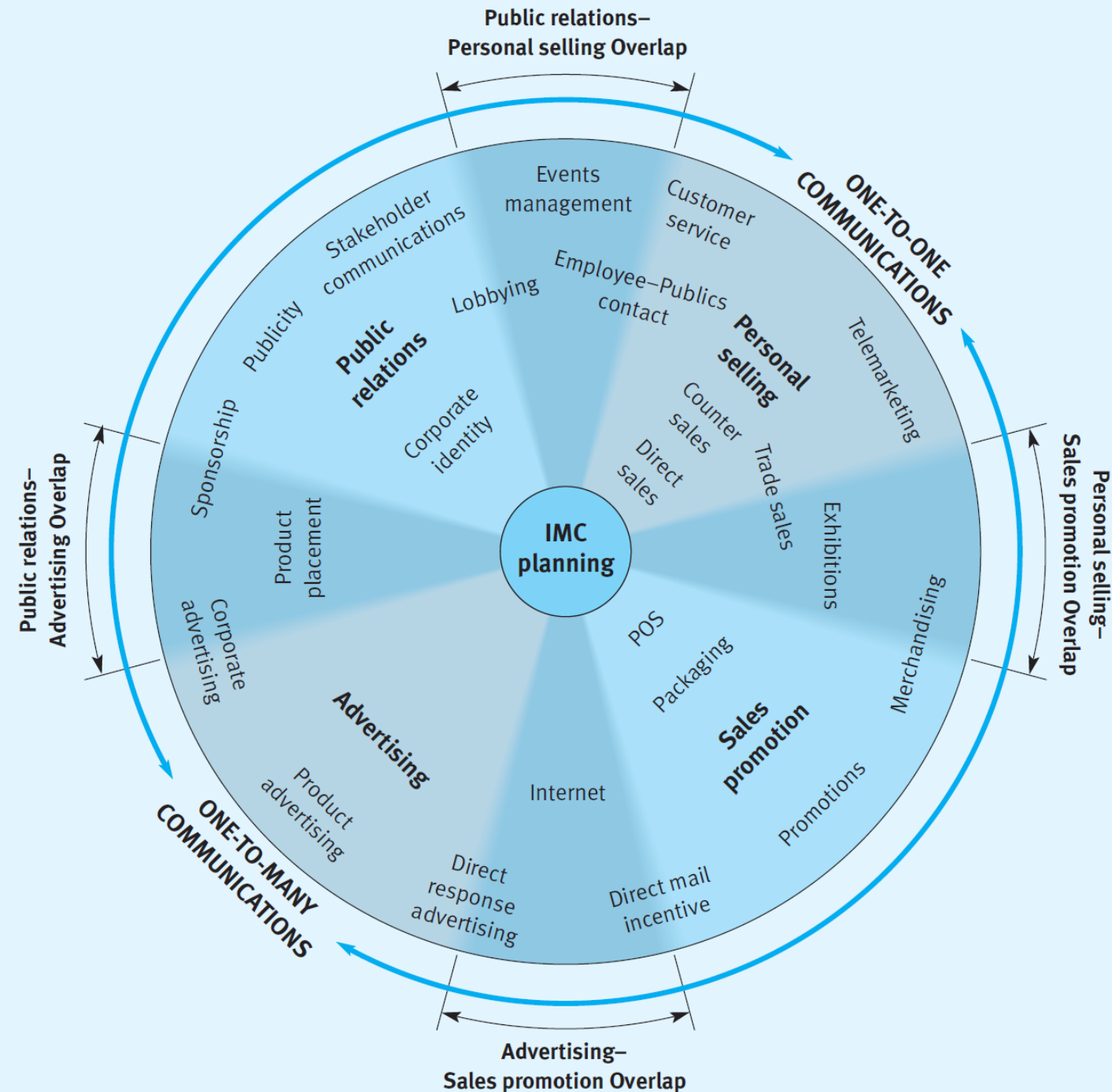


COMMUNICATION PROCESS



- **The sender** is the **originator or source of the message**. In practice, agents or consultants may actually do the work on behalf of the sender.
- **The message** is the **actual information** and impressions that the sender wishes to communicate.
- **The media** are the **'vehicles' or 'channels'** used to communicate the message without which there can be no communication. Media can take many different forms.
- **The receivers** are the **people** who receive the message.

THE IMC MIX MODEL



There are marketing communications elements that may be categorized as both **Public Relations and Advertising** (for example, corporate advertising), both **Advertising and Sales Promotion** (for example, direct mail), both **Sales Promotion and Personal Selling** (for example, exhibitions) and both **Personal Selling and Public Relations** (for example, lobbying).

The IMC Mix Model does not try to include every possibility but does identify the major areas of marketing communications listed by most writers on the subject.

WHAT IS MEDIA PLANNING?

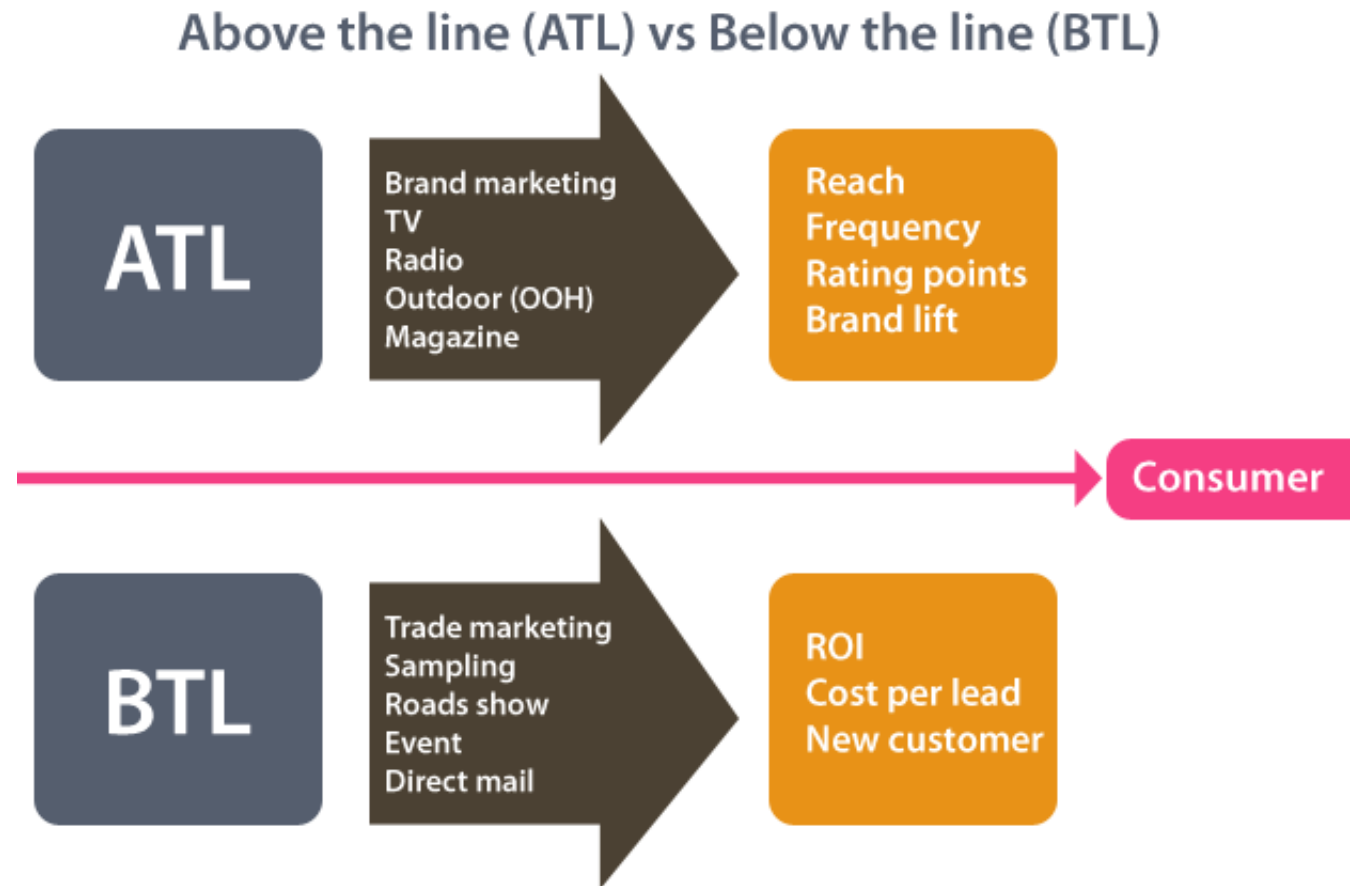
Media planning consists of the series of decisions made to answer these questions:

- *How many prospects* do I need to reach?
- In *which media* should I place ads?
- *How many times a month* should prospects see each ad?
- In *which months* should ads appear?
- In *which markets* and regions should ads appear?
- *How much money* should be spent in each medium?



MEDIA CLASSES

- Newspapers
- Magazines
- Television
- Radio
- Direct Response
- Outdoor
- Digital



MAGAZINES

Reasons for Using

- ✓ Selective audience
- ✓ Fine color production
- ✓ Long life
- ✓ Pass-along audience
- ✓ Controlled circulation
- ✓ High information content

Limitations

- Early material deadlines
- Lack a sense of immediacy
- Slow building of reach
- Visual only
- Low circulation



TELEVISION

Reasons for Using

- ✓ Audio-visual (sight, sound, color and motion)
- ✓ Reach of selective and mass markets
- ✓ Most exciting
- ✓ Low cost per exposure
- ✓ High Reach

Limitations

- Short-lived messages
- No catalog value
- Clutter
- High production costs
- Low selectivity



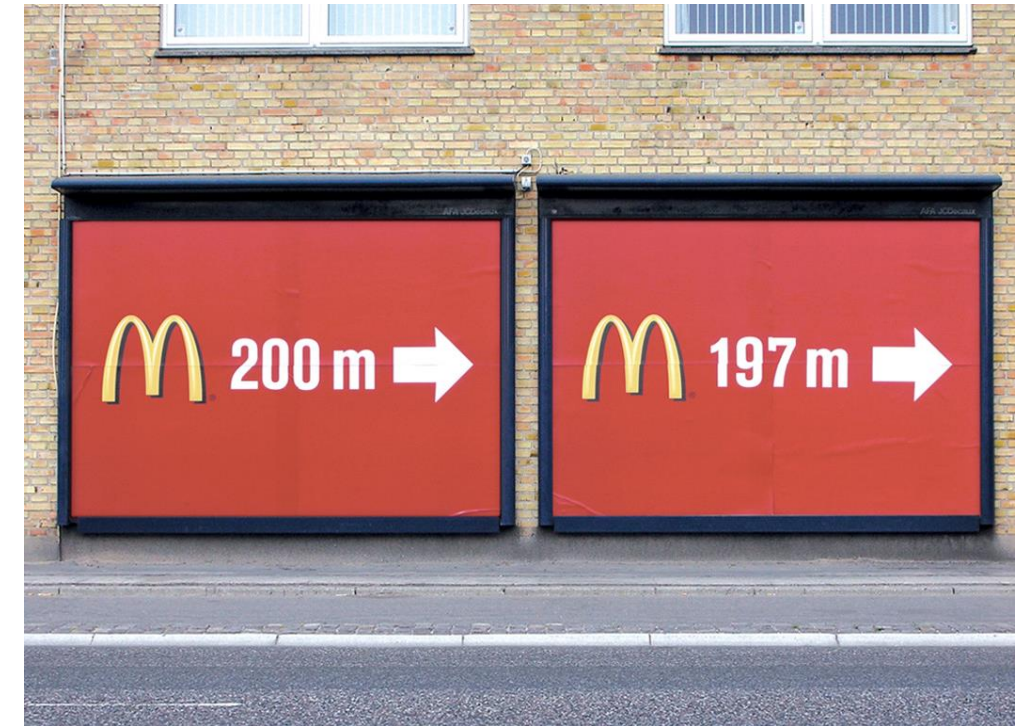
OUTDOOR

Reasons for Using

- ✓ Wide coverage of local markets (High Reach)
- ✓ Larger size print ad available
- ✓ Geographic flexibility
- ✓ Around-the-clock exposure
- ✓ Builds brand awareness
- ✓ Easily noticed
- ✓ Location specific

Limitations

- Limited to simple messages
- Little audience selectivity
- Creativity of message is key
- Short exposure time requires short ad
- Local restrictions



KPI'S

KPIs (*Key Performance Indicators*) are *quantifiable measures* used to evaluate marketing campaign performance. They are valuable resources *to make decisions* and *validate returns on your marketing spend*. Therefore, after planning and implementing a marketing strategy, the final step is to measure its results.

In order to choose efficient marketing KPIs, ask yourself the following questions:

- What is the core business in my company?
- What results do I need to achieve for my company to grow?
- Do I want to sell more merchandise to generate leads or to generate subscriptions?

Sales Revenue

Cost of Customer Acquisition

Customer Lifetime Value

Marketing ROI

Lead Conversion Rate

Marketing Revenue Attribution

Traffic to Lead Ratio

Sales Team Response Time

Marketing Qualified Leads (MQL)

Sales Qualified Leads

Social Media Engagement

MARKETING BUDGET

The marketing budget *outlines the budgeted expenditure* for the marketing activities *documented in the marketing plan*. It is mostly based on one of these categories: *Budget, Percentage of sales, Competitors activities* and *Objectives*.

It balances expenditures on marketing activities and what the organization can afford. *It's a financial plan of marketing activities* to be carried out, like, *promotional activities, cost of marketing materials, advertising*, and so on

The effectiveness of the marketing plan depends on the budget allocated for marketing expenditure. *The cost of marketing should be able to make the company break even and make profits*



ACTION PROGRAMS

Marketing strategies become specific action programs that answer the following questions:

- **What** will be done?
- **When** will it be done?
- **Who** is responsible for doing it?
- **How** much will it cost?

For example, the manager may want to increase sales promotion as a key strategy for winning market share.

A sales promotion action plan should outline special offers and their dates, trade shows entered, new point-of-purchase displays and other promotions. The action plan shows when activities will start, be reviewed and be completed.

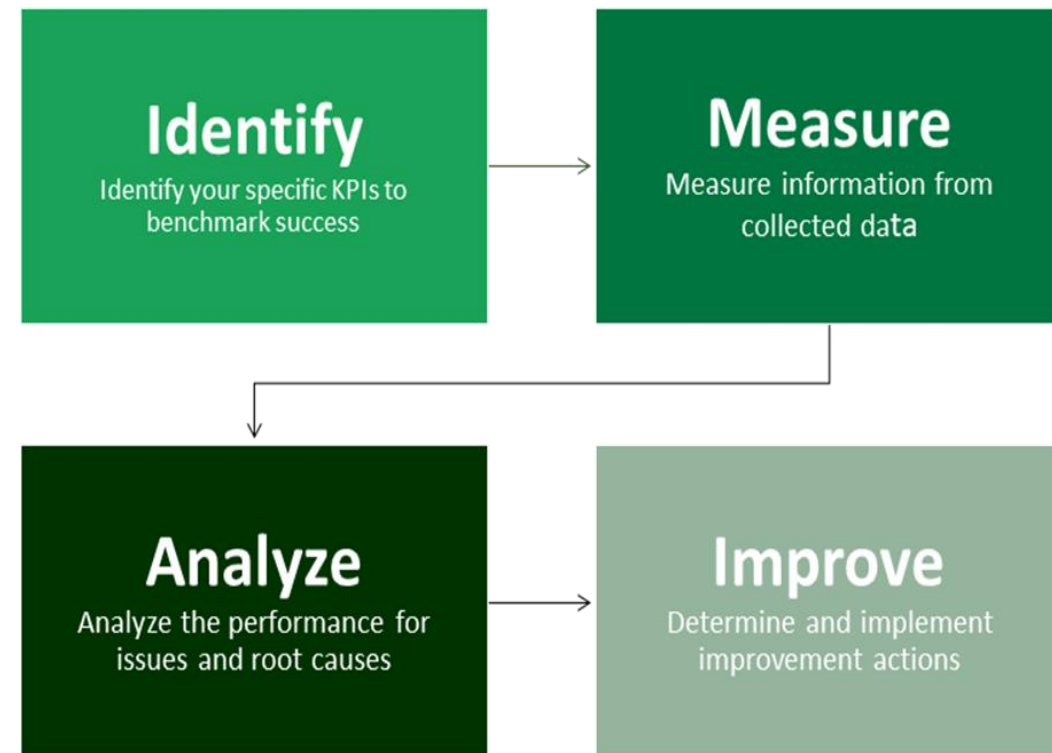
MARKETING ACTIVITIES OUTLINES

Task	Priority	Responsible Unit	4P's	Reason	KPI's	Steps	Budget	Starting Point	End Time	Considerations
Increasing Brand Awareness	2	Marketing	Promotion	Increasing the selection choice by customers	20% more than last year	1- media selection 2- budget allocation 3- ideation	100,000 \$	1 st of Feb 2022	15 th of Sep 2022	New product launch is a must
Sales increase	1	Sales	Place	Compensation of last year loss	30% in volume compare to last year	1- fixing the price for 10 months 2- 4 new distribution channels 3- advertisement for new product	1,000,000 \$	1 st of Jan 2022	30 th of Dec 2022	Increasing the price of raw material or salaries more than estimation by 25%

PERFORMANCE ANALYSIS

Performance analysis aims to look at the **variances of metrics or components** documented in the marketing plan.

- **Revenue variance analysis:** An analysis of positive or negative variance of revenue. A negative variance is worrisome, and reasons should be available to explain the cause of deviations.
- **Market share analysis:** An analysis of whether the organization attained its target market share. Sales may be increasing whilst the organization's share of the market is decreasing; hence, it is paramount to track this metric.
- **Expense analysis:** An analysis of marketing expense to sales ratio. This ratio needs to be compared to industry standards to make informed comparisons.



MARKETING PLAN DESIGN PROCESS



حُسْنَت به اتفاق مَلاَحَت جهان گرفت

آری، به اتفاق جهان می‌توان گرفت



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