

Blackblot® PMTK

Marketing Plan



<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>

Product Name: <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact name>

Department: <Enter department name>

Location: <Enter location>

Email: <Enter email address>

Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

This document describes the selection and application of marketing mixes in the target market relative to the <Enter product name> product.

<Comment: Throughout the document, keep your writing short, clear, and concise. This document is the second in a series of three documents that constitute the company's marketing effort:

- "Market Plan" – Description of the long-term goals and messages delivered to the target market relative to a particular company or product (a.k.a. "Strategic Marketing Plan"). Strategic document.
- "Marketing Plan" – Description of the selection and application of marketing mixes in the target market. Tactical document.
- "Marketing Program" – Short-term marketplace effort designed to obtain a specific goal for a particular product. Operational document.

The following table describes the roles responsible for the three marketing documents:

Role	Deliverable	Content
Product Marketer (strategic role)	Market Plan (strategic document)	Messages
MarCom Manager (tactical role)	Marketing Plan (tactical document)	Marketing Mix
Marketing Programs Manager (operational role)	Marketing Program (operational document)	Promotions

>

1.2. Executive Summary

<Enter the executive summary.>

<Comment: This section will be completed once the marketing plan is complete. Focus on the plan's key elements and do not exceed two pages.>

2. Structure and Resources

2.1. Section Objective

This section identifies the team leader, key individuals, roles, and resources necessary to formulate a successful marketing plan.

2.2. Market Plan Team

Team members include representatives from the following areas:

- Product Marketing – <Enter names>.
- Marketing Communications – <Enter names>.
- Sales Management – <Enter names>.
- Executive Management – <Enter names>.

<Comment: Add or remove team members as relevant to your needs.>

3. Market Overview

3.1. Section Objective

This section describes the market segment(s) and customer profile in and upon which the marketing activities will occur.

3.2. Market/Customer Segments

<Define and describe the specific market segment(s) where the marketing activities will occur. This market segment(s) constitutes the target market.>

<Comment: This information is copied from the PMTK Market Plan. The Target Market(s) is the group or groups of customers selected by a firm to sell to.>

3.3. Customer Overview

This sub-section describes the characteristics and profile of the customer.

3.3.1. Customer Definition

<Define the customer at which the product is targeted.>

3.3.2. Customer Description

<Describe the customer profile at which the product is targeted and list the key characteristics of the customer.>

<Comment: This information is copied from the PMTK Market Plan.>

4. Short-term Goals

4.1. Section Objective

This section defines and describes the short-term goals that the marketing plan should generate.

4.2. Short-term Marketing Goals

<Define and describe the short-term marketing goals the marketing plan will attempt to achieve. Detail the goals in qualitative marketing terms such as image, awareness, and recognition. Do not use any monetary or quantitative marketing terms.>

<Comment: This section outlines the short-term marketing goals, which are the desired outcome, and what will be accomplished by communicating the marketing messages to the target market within a specified time frame via the different marketing activities. Short-term marketing goals include: building an identity, exhibiting commitment to customers, achieving a designated level of customer satisfaction, attaining a measured rate of customer awareness, creating a favorable image, reaching high recall and recognition factors in the target market, but not market share, profit, revenue volume, or sales velocity. All short-term marketing goals must be measurable, time-constrained, and sequenced along a timeline. Examples of short-term marketing goals are:

- 35% awareness of the product in the market segment within six months.
- 25% favorable image in the overall market after three months.>

5. Marketing Mix Components

5.1. Section Objective

This section describes the components of the marketing mix which will be applied to the target market.

<Comment: Marketing Mix is a combination of product, pricing, promotion, and place [distribution] activities.

- *Product – What qualities make the product different?*
- *Price – What is the best way to reach objectives?*
- *Promotion – What are the best ways to reach customers?*
- *Place – How should customers obtain the product?*

Product	Price	Promotion	Place
<i>Functionality</i>	<i>List price</i>	<i>Advertising</i>	<i>Channels</i>
<i>Appearance</i>	<i>Discounts</i>	<i>Personal selling</i>	<i>Market scope</i>
<i>Quality</i>	<i>Allowances</i>	<i>Public relations</i>	<i>Locations</i>
<i>Packaging</i>	<i>Financing</i>	<i>Messages</i>	<i>Logistics</i>
<i>Brand</i>	<i>Leasing</i>	<i>Media</i>	<i>Service levels</i>
<i>Warranty</i>		<i>Budget</i>	
<i>Service</i>			
<i>Support</i>			

The marketing mix variables are "blended" to generate an optimal, positive, and desired response in the target market. Since the majority of the product, pricing, and place [distribution] activities are determined or performed by different entities in the company, the core activity the MarCom Manager needs to plan is promotion. >

6. Marketing Action Plan

6.1. Section Objective

This section describes marketing activities that will convey marketing messages to the market.

<Comment: The marketing action plan relays to the market the marketing messages from the PMTK Value-Marketing Model in accordance with the PMTK Marketing Messages Plan, both of which are generated in the PMTK Market Plan document. >

6.2. PMTK Action Plan

<Complete the table below. >

<Comment: The marketing communications discipline objectives are supported by three principal methods: advertising, graphic arts, and public relations.

The "Advertising" method, which is non-personal communication from an identified sponsor using mass media, conveys messages about the company and its products to the target audience.

The "Graphic Arts" method, which is the conception and copywriting of all collateral material, is responsible for maintaining a consistent image and visual positioning in the target market.

The "Public Relations" method, which is actions that promote and distribute information for a company, is focused on encouraging media coverage of the company and its products and building a virtual relationship between the company and its target audience.

The main activity groups in the PMTK Action Plan are Advertising and Public Relations, with Graphic Arts being an instrumental activity.

The PMTK Action Plan is completed by creating activities representing short-term marketplace efforts designed to obtain a specific goal. Each of these activities is likely to constitute a Marketing Program. >

Activity Group/Items	Description	Target Audience(s)	Key Message(s)	Timetable	Measure of Success	Owner	Cost
Advertising							
Broadcast advertising (radio, broadcast and cable TV)							
Digital advertising (web, email)							
Direct marketing							
Outdoor advertising (billboards, bus boards)							
Print advertising (trade journals, magazines, newspapers)							
Public Relations							
Blog							
Conferences							
Press releases							
Press tours							
Product reviews							
Sales tools							
Sales training							
Seminars							
Social media							
Speaking engagements							

Activity Group/Items	Description	Target Audience(s)	Key Message(s)	Timetable	Measure of Success	Owner	Cost
Testimonials							
Trade shows							
Viral messaging							
Webinars							
Website							
Workshops							
<i>Digital Advertising</i>	<i>Google Adwords to promote brand values</i>	<i>CEO, CTO (High-tech SMB Worldwide)</i>	<i>Quality, business efficiency</i>	<i>January 1st – January 22nd, 201x</i>	<i>Click-Through Rate (CTR) of at least 1%</i>	<i>MarCom Manager</i>	<i>US \$1,000</i>

7. Supporting Data

7.1. Section Objective

This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

7.2. Assumptions

<Describe any assumptions made while preparing this document.>

7.3. Research Information

<If relevant, describe and list the type and scope of research conducted while preparing this document.>

7.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>