**Marketing Plan Outline**

* Cover page
* Table of Contents (if 10 pages or longer)
* Executive Summary (if 10 pages or longer)
* Introduction or Overview (if no Executive Summary)
* Market analysis (if business straddles more than one market, may need to analyze several)
* Which market or industry category is relevant?
* Industry/category size (nationally, statewide, or locally, whichever is most relevant for the business)
* Industry trends and outlook
* Typical sales and distribution channels
* Price sensitivity
* Market forecast – Is it likely to grow, shrink, or stay the same?
* Demographic changes (if relevant)
* Changes in consumer habits and preferences
* Potential impact of technology
* Target Customers (If more than type of target market, describe for each market segment)
  + Ideal client/customer
  + Location
  + Problems/Needs/Desires
  + Demographics – Age, gender, income level, education level
  + Psychographics – Attitudes, values, beliefs, lifestyle preferences
  + Size and growth potential
  + Purchase potential
* Company/Product Analysis
  + Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)
  + 4 Ps Analysis
    - Product
    - Price
    - Placement (Distribution)
    - Promotion
    - 5th P (if relevant) - People
  + Peers/Competitors
    - Similarities and differences
    - Strengths and weaknesses
  + Branding and Positioning
    - Value proposition
    - Positioning statement
    - Key messages
* Marketing Goals for 1, 1-3, or 1-5 Years
  + Make them Specific, Measurable, Achievable, Relevant, Time-Bound (SMART)
  + Include sales goals if relevant
* Marketing Strategies and Tactics (Which strategies and tactics are most likely to enable the business to achieve its marketing goals in the desired time period?)
  + Digital and social media
  + Direct sales (stores, farm stands, kiosks, farmers markets, PYO)
  + eCommerce
  + Outreach
  + Events
  + Advertising (off and online)
  + Public relations
  + Partnerships and cross-marketing
  + Promotions
  + Demos/free trials/sampling
  + Print/sales collateral
  + Grassroots/guerilla marketing
* Marketing Plan/Calendar
  + What is the recommended marketing mix of strategies and tactics?
  + What specific activities must take place on a daily, weekly, monthly, quarterly and annual basis for the business to achieve its goals?
* Marketing Metrics
  + How will the business know if its marketing plan is working? How do they define and measure success?
  + What specific indicators will be tracked? Over what period of time?
  + How will they be measured and recorded?
  + How often will progress be reviewed? How will the plan be adjusted?
* Marketing Budget
  + What are the projected costs (time, money, and other resources) of the recommended activities in the plan?