**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?