

Purpose

The purpose of this tool is to help you develop a Marketing Plan.

How to Use this Template

Complete the following sections with your project team and/or stakeholders. Cut & paste this information into a document that reflects your corporate image, and deliver your Marketing Communications Plan to your key stakeholders. There are links to other tools and templates to help you complete each section of the plan.

Title Page

[Insert Company Name or Logo]

2009 Marketing Plan

[Insert Completion Date]

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1. Executive Summary

Provide a brief description of key strategic objectives and marketing communications programs that you will be implementing in the next 12 months. We recommend that you write the Executive Summary once you finish the plan.

2. Strategic Business Objectives

2009 Strategic Business Objectives	
1.	Implement CRM System
2.	Reduce Churn Rate to 20%
3.	Launch 4 New Products
4.	Grow Revenues by 15%

3. Market Segmentation, Profiling, & Positioning

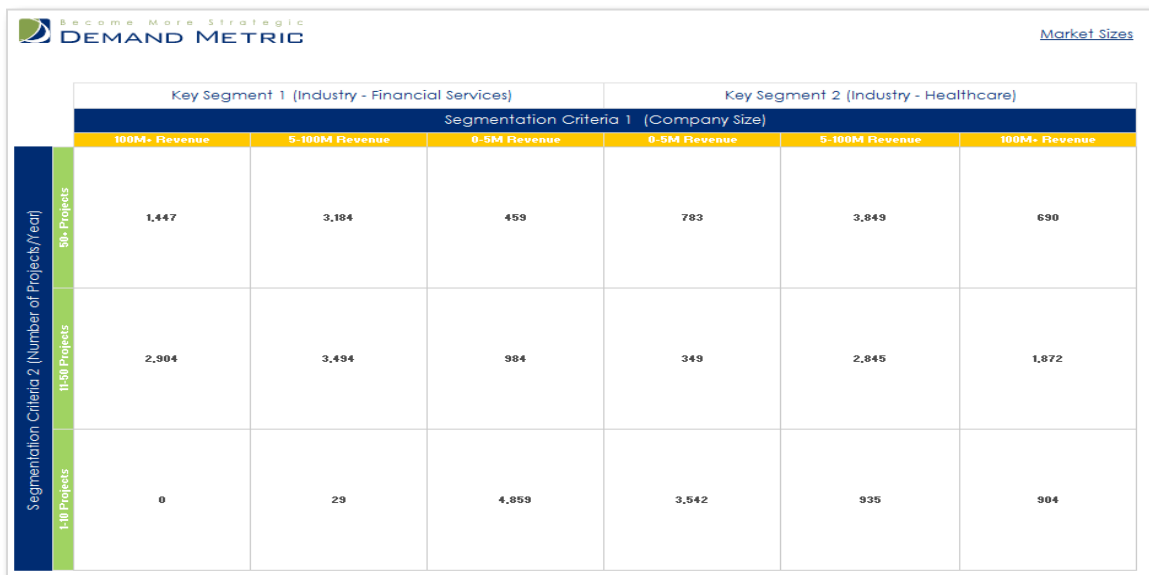
3.1 Market Research Analysis

Provide [Market Research Report](#) to support market sizing & segmentation.

3.2 Market Segmentation & Customer Profiles

Use our [Market Segmentation Tool](#) for this section.

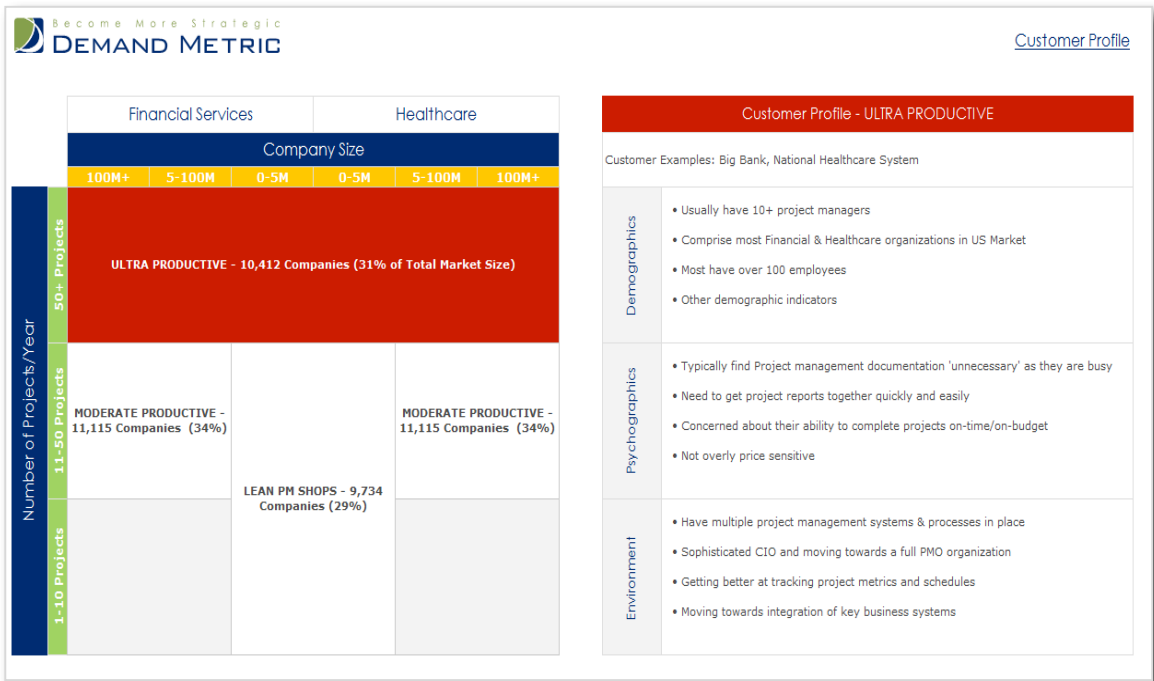
Determine Market Segment Sizes based on surveys and other external data.



Market Sizes

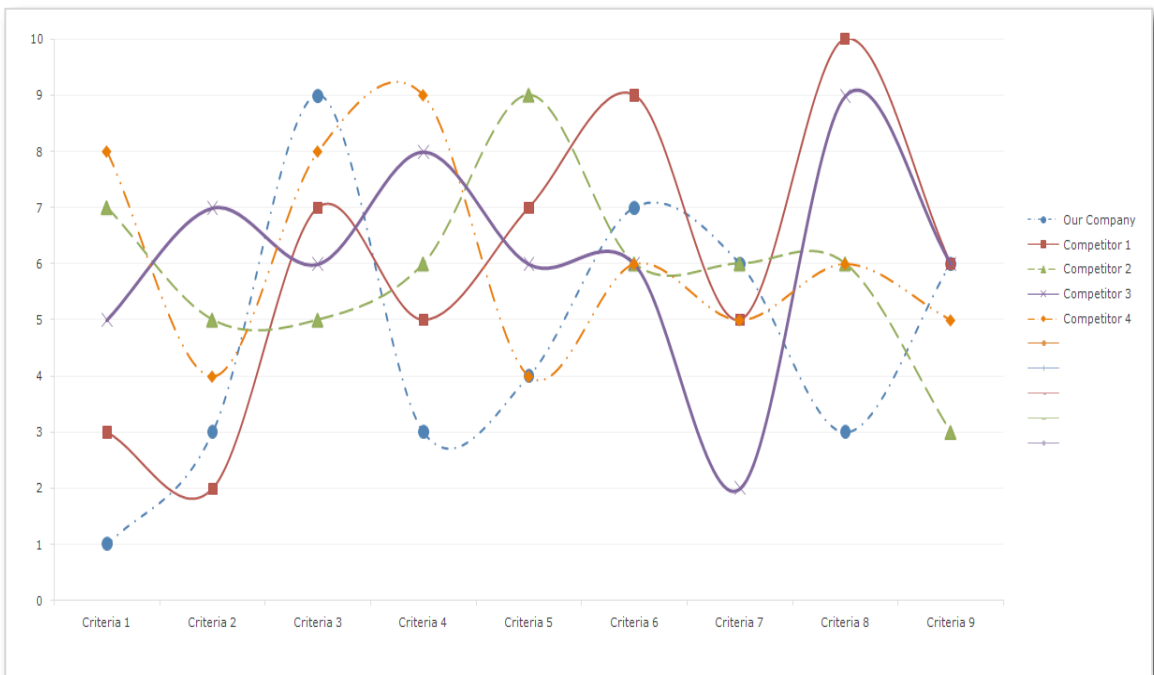
	Key Segment 1 (Industry - Financial Services)			Key Segment 2 (Industry - Healthcare)		
	Segmentation Criteria 1 (Company Size)					
	100M+ Revenue	5-100M Revenue	0-5M Revenue	0-5M Revenue	5-100M Revenue	100M+ Revenue
Segmentation Criteria 2 (Number of Projects / eqt)						
50+ Projects	1,447	3,184	459	783	3,849	690
11-50 Projects	2,904	3,494	984	349	2,845	1,872
1-10 Projects	0	29	4,859	3,542	935	904

Define market segments and develop customer profiles.



3.3 Positioning

Analyze your market segments with our **Competitive Product Positioning Map**.
 Use our **Product Positioning Tool** to develop your positioning statement.



4. Marketing Communications Strategy Plans

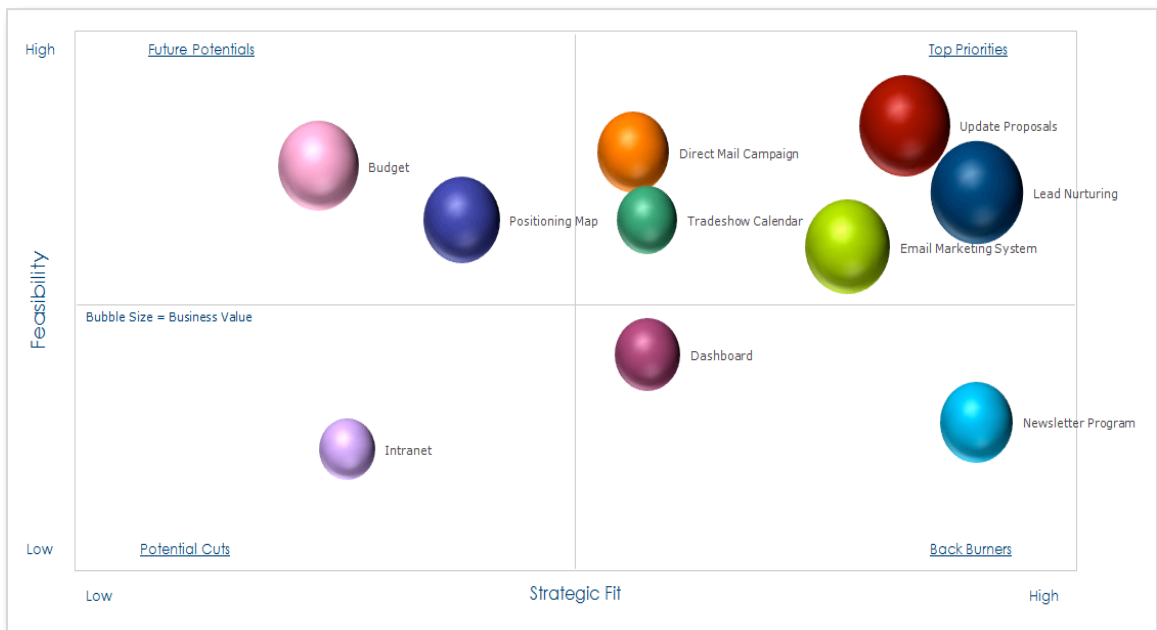
4.1 Marketing Program Prioritization

Insert **Marketing Communications Priority Index** to communicate proposed initiatives.

Marketing Communications Priority Index

Rank each Project on a scale of 1-10 for each criteria. There is a drop-down box for each Green, Amber, and Red cell.

Marketing Communications Projects	Strategic Fit			Business Value			Feasibility		
	Fit with Company Goals	Market Positioning	Capabilities	Brand	Impact	Consistency	Allocated Budget	Resources - Financial	Resources - People
Weighting	15%	15%	10%	10%	15%	15%	10%	5%	5%
Lead Nurturing	7	8	9	8	6	10	6	8	8
Update Proposals	8	6	8	7	9	7	8	10	7
Email Marketing System	8	6	6	6	7	7	6	5	7
Newsletter Program	9	8	6	5	6	4	2	3	4
Direct Mail Campaign	5	4	6	6	5	4	10	8	3
Tradeshaw Calendar	6	4	5	3	2	5	6	8	6
Budget	1	2	4	6	6	6	7	9	7
Dashboard	6	6	2	4	6	2	4	5	3
Positioning Map	3	4	3	7	4	6	7	7	5
Intranet	2	3	2	1	4	3	2	3	2



4.2 Brand Strategy Scorecard

Initiatives	Metrics & KPIs	Goals	Cost
1. Website Redesign	# Unique Visitors/Month # Web Leads Average Time on Site	10,000/month 250/month 2.5 Minutes/Visit	\$24,200
2. Perception Surveys	# survey responses Survey Results	200 responses Establish Benchmarks	\$2,000
3. Update Collateral	# New Pieces of Collateral	5 updated	\$2,900
4. Online Advertising Campaign (Healthcare)	% Brand Awareness	20% Awareness with Decision-Makers in Healthcare Industry	\$128,000
Total			\$157,100

4.3 Lead Generation Strategy Scorecard

Initiatives	Metrics & KPIs	Goals	Cost
1. Evaluate & Select Marketing Automation System	# leads in nurturing programs Average Sales Cycle Length	5,000 prospects 120 days	\$9,700
2. Email Marketing	# leads CTR Opt-in List Size	20 leads/month Average 5% CTR 100,000 by 2010	\$3,500
3. Outsourced Call Center (inside sales)	# Dials/Day # Appointments Generated	150 dials/day/rep 3 appointments/day	\$29,900
4. Webcast Series	# webcast attendees # leads generated	100 attendees/event 5 leads/event	\$700
Total			\$43,800

4.4 Public Relations Strategy Scorecard

Insert **Public Relations Plan** highlights to illustrate key editorial opportunities.

Initiatives	Metrics & KPIs	Goals	Cost
1. Develop Key Contacts	# journalist & editors	20 industry contacts	\$2950
2. Press Releases	# Hits, # releases	3 releases/month 20,000 hits/year	\$3980
3. Key Note Speeches	# presentations	1 per quarter	\$0
Total			\$6,930

4.5 Social Media Plan

Initiatives	Metrics & KPIs	Goals	Cost
1. Implement Blog	# blog postings	4 postings/month	\$500
2. RSS Feeds	# RSS feed subscribers	100 by end of year	\$0
3. LinkedIn Group	# group members	500 by end of year	\$0
4. Twitter	# followers	1000 by end of year	\$0
5. Article Marketing	# articles syndicated # incoming links	2 articles/month 50 incoming links	\$450
Total			\$950

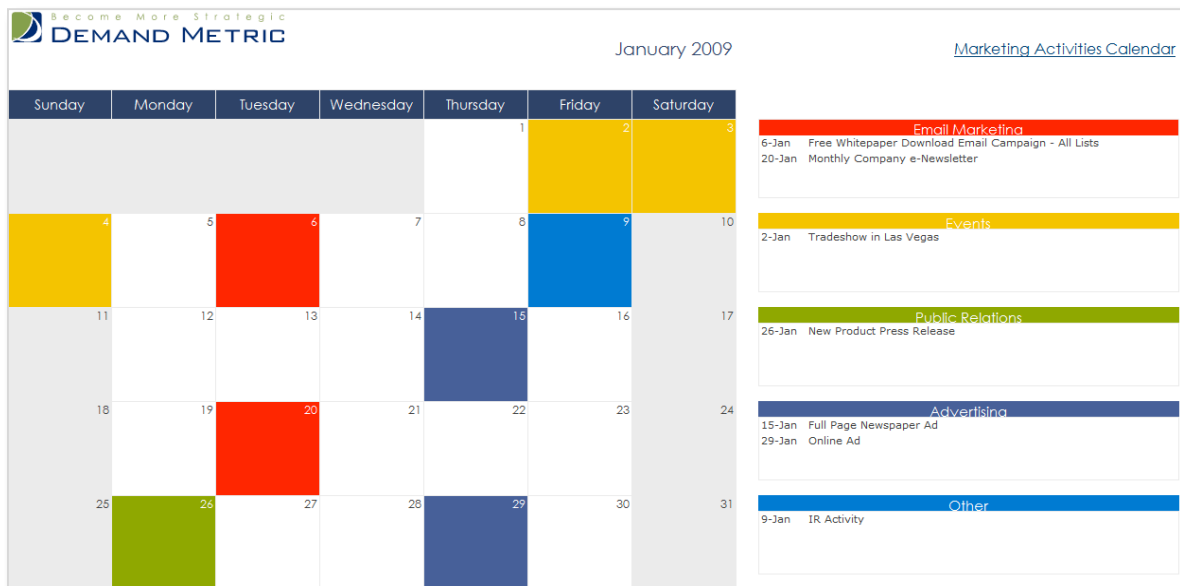
4.6 Event Marketing Strategy Plan

Event or Tradeshow	Date & Location	Value	Cost
1. Golf Sponsorships	Jun 15, 2008 San Diego Country Club	Brand Awareness Keep Partner Happy Generate Leads	\$5,000
	Jul 12, 2008 Toronto Golf & Country Club	Incentive for Sales	\$4,200
2. Tradeshows	Jan 8, 2008 Las Vegas – Retailer Summit	Engage Prospects Key Note Speeches	\$12,000
	Mar 29, 2008 New York – Tradeshow #2	Lead Generation Increase Sales	\$18,500
	Sep 21, 2008 – Tradeshow #3	Test New Channel	\$11,800
3. Annual Sales Meeting	Aug 24, 2008 Laguna Beach, California	Motivate Staff Sales Training	\$28,000
Totals	6 Events		\$82,400

5. Marketing Communications Schedule

5.1 Marketing Activities Calendar

Schedule your initiatives with our [Marketing Calendar](#) template.



5.2 Internal Marketing Communications Plan

Communication Type	Frequency	Delivery Method
1. Corporate Events & News	Monthly Report	Email Intranet TV Monitors
2. Policy & Procedure Changes	As Required	Email Intranet Focus Groups Staff Meetings
3. Product Launches	As Required	Email Intranet Website Training Sessions Staff Meetings
4. Personnel Changes	As Required	Email
5. Industry & Competitor News	Weekly Report	Email Intranet
6. Corporate Performance Reports	Monthly Report	CEO Presentation At Company Meeting
7. Press & Blog Mentions	Daily Report	Email Intranet
8. Shareholder Presentation	Annual	Annual Meeting Printed Report Email PDF Report Intranet

5.3 Intranet Revitalization Project

Most organizations use a combination of communication vehicles for delivering internal marketing communications, including: intranet, email, focus groups, staff meetings, training sessions, printed documents, etc. Strongly consider using an Intranet as a focal point & repository for internal marketing communications.

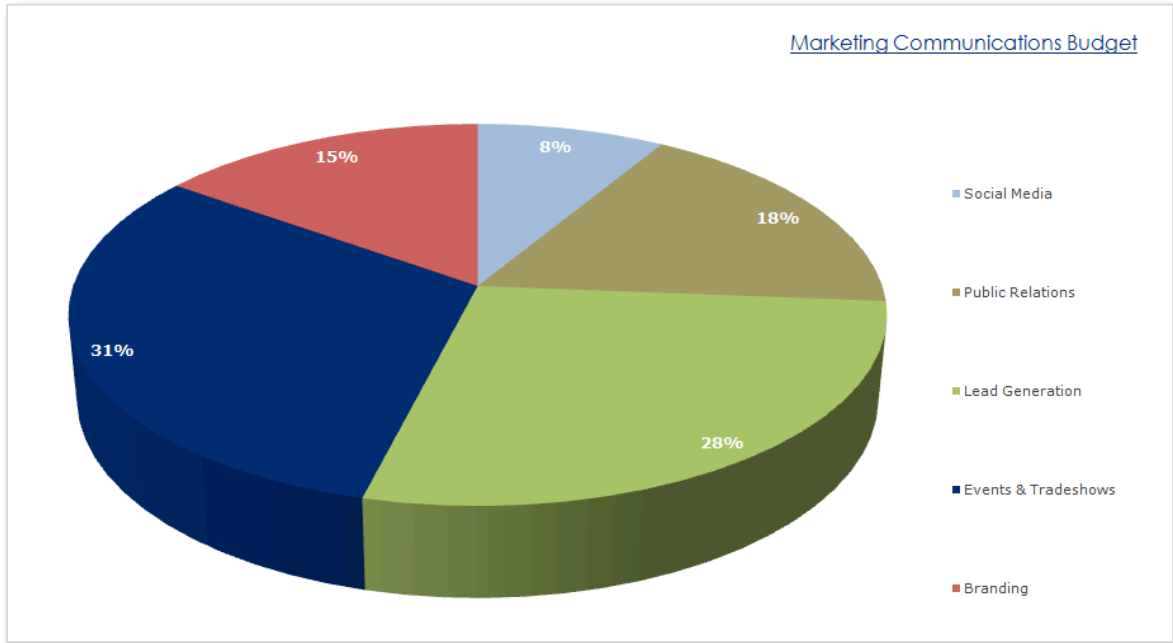
Read [Revitalizing Intranets Reduces Support Costs](#) to learn how to leverage your intranet for internal marketing communications. Develop an action plan for making your intranet the backbone for internal communications. Use the following tools to help you with building your [Intranet Project Plan](#):

- [Intranet Usage Survey](#)
- [Intranet FAQ Worksheet](#)
- [Intranet Optimization Checklist](#)

5. Budget & Results Measurement

5.1 Marketing Communication Plan Budget

Insert your **Marketing Communications Budget** get your plan approved.



5.2 Monitoring & Measurement

Use our **Sales & Marketing Performance Dashboard** to track & monitor results.

