



# Introduction

- Marketing Plan – how to write one and the purpose
- Executive summary – what is it
- Learning outcome 1. Demonstrate an understanding of debates and key issues in relation to commercial applications of social media 2. Critically apply theoretical considerations to

# Marketing Plan

- Plan – establishes, directs and coordinates marketing programmes and activities
- Assesses the market place and how it affects the overall business
- The plan contains
  - information about the company,
  - Products and services,
  - marketing objectives,
  - Marketing strategies
  - measuring success of marketing activities

# Elements of the plan

- Executive summary
- Summarises major features and recommendations of plan

[Date]

## Executive Summary

### Product Description/Objective

This is your opportunity to tell your audience all about your company.

### Target Audience

Let the reader know who your product is intended for in this section.

### Competition

List your competitors here, and include reasons why your company is positioned well to handle any competition.

### Risk/Opportunity

Here you can list the challenges and opportunities your company might encounter:

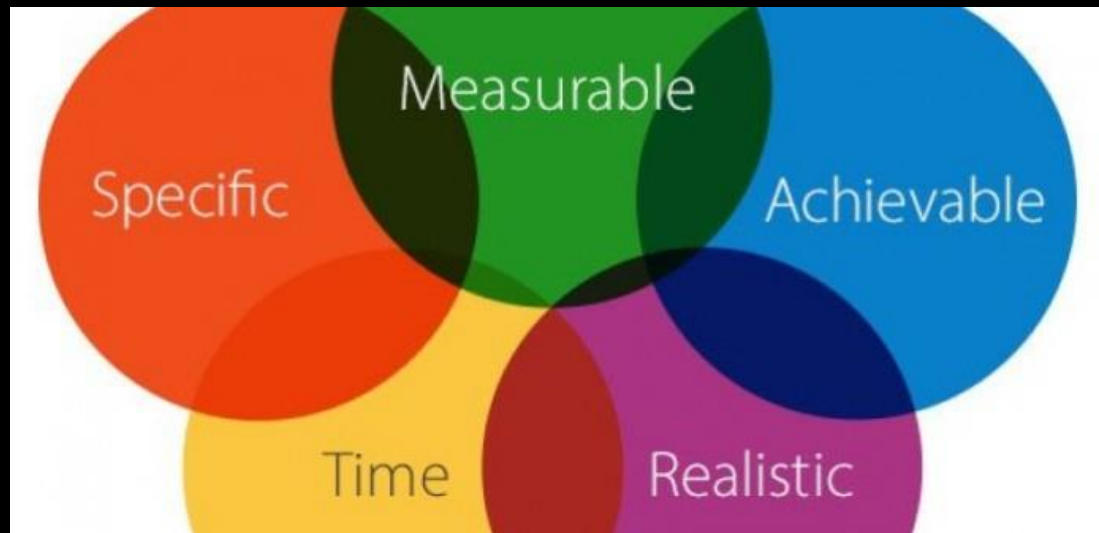
1. List a challenge or opportunity here.
2. List a challenge or opportunity here.

### Conclusions

List your recommendations and suggestions based on the results presented in your report.

# Mission statement/objectives

- The enduring purpose of what the marketing plan is trying to achieve
- Company objectives
  - Be specific – clear, measurable, timetabled



# Team Description

- Who will deliver the plan
- Skills and capabilities



# Current market conditions/trends

- Market trends and dynamics
- Macroeconomic trends
- E.g. technological developments
- E.g. Government regulation

# Target market/description

- Specific target market
- Detailed market segmentation
- Size of the target market – growing/shrinking/static?
- Characteristics of customers
- Buying habits
- Primary market

# Competitor analysis

- Existing and potential competition
- Description of competitors in detail





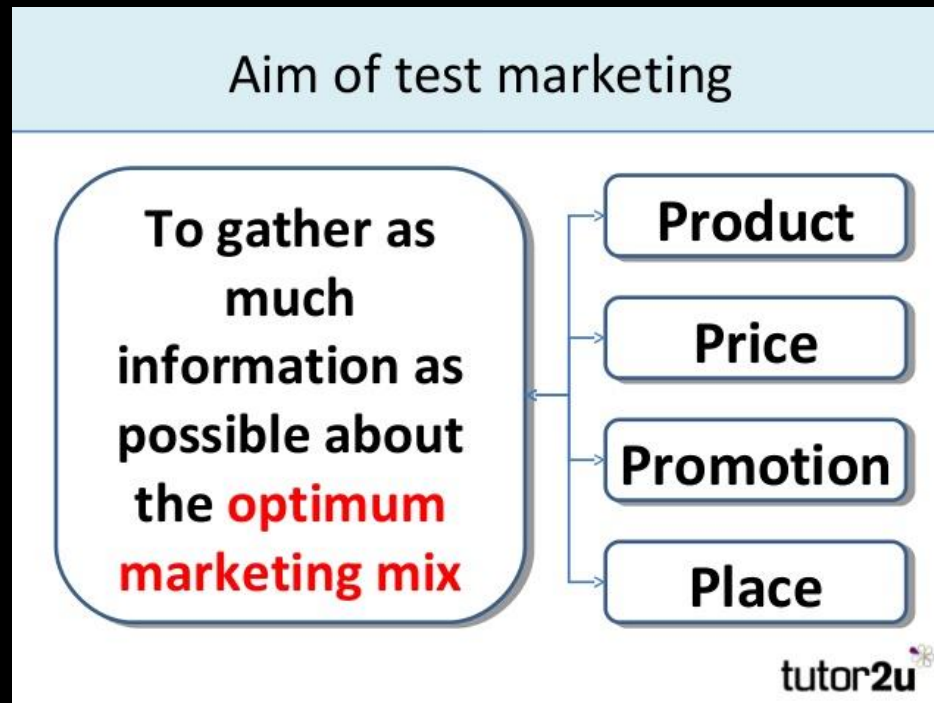
# SWOT analysis

- Strengths/weaknesses/opportunities/threats



# Marketing Mix and positioning

- Clear marketing objectives (measurable/timetabled)
- Positioning of the product/service
- Needs and desires of customers



# Benefits of service/product

- Benefits of product/service
- Features
- Emotional benefits
- Dialogue with customers
- Pricing strategies

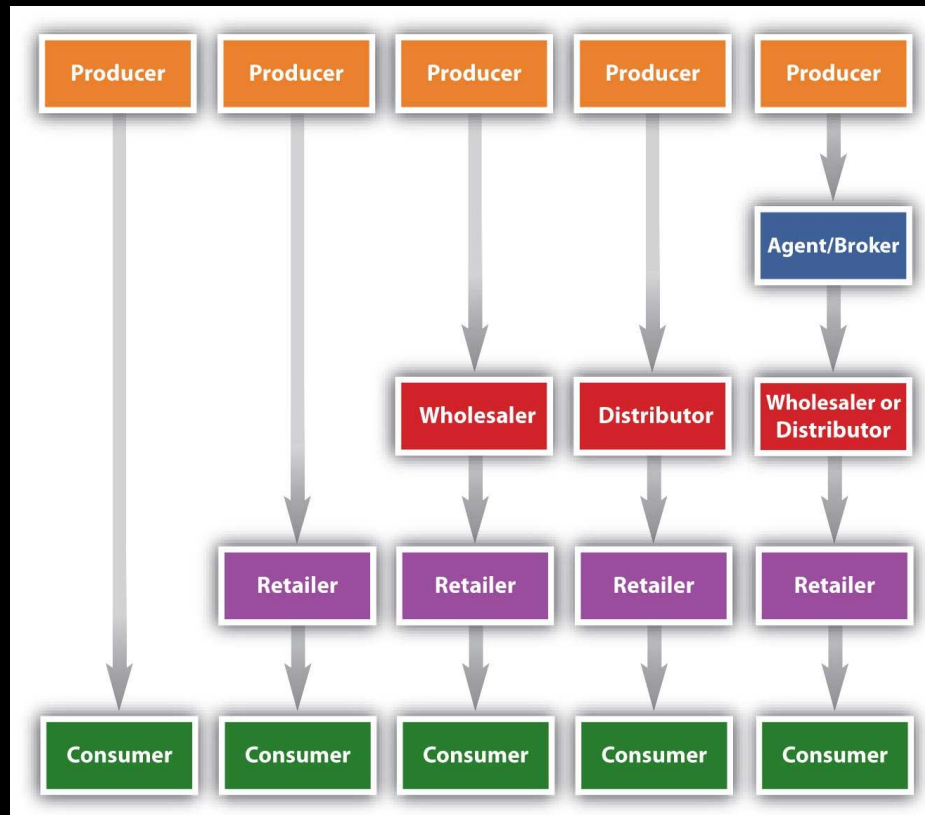
# Advertising

- Successful promotional strategy
- Where to advertise and how
- Sponsorship
- Logos etc.



# Distribution

- How to sell and distribute the product/service
- Sold directly/indirectly?



# Summary

- Elements of the marketing plan
- Important in relation to promoting your business
- The executive summary – important for all reports (not just marketing ones)
- Learning outcome 1. Demonstrate an understanding of debates and key issues in relation to commercial applications of social media
- Skills for Employability: Ideas about report writing, practical and knowledge about marketing theories.

# References

- Kim, C.M. (2016) *Social Media Campaigns*. Oxon, Routledge.
- McStay, A. (2016) *Digital Advertising*. London, Palgrave.