



RAMA UNIVERSITY

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E-Content BBA402- Marketing Management

Lecture 40- Marketing Plan and Implimentation

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Elements of a Marketing Plan





1. Executive Summary

What is this plan about?

Summary of key points from the marketing plan and what it will accomplish

An at-a-glance overview for a manager who may not have time to look over the whole thing

Note: This may be the most important part. It can often be wise to write it last, but not at the last minute



2. Company Profile

What organization are you marketing?

Basic information about the organization, its offerings, and competitive set



3. Market Segmentation and Targeting

Who is your target audience?

Description of the market for the product or service in question, segments in this market, and targeting strategy the marketing plan will address



4. Situation and Company Analysis

What is your strategy, and why is it the right approach?

SWOT analysis of the external marketing environment and the internal company environment, and marketing goals aligned with the company mission and objectives



5. Ethics and Social Responsibility

How will you demonstrate good corporate citizenship?

Recommendations for how to address any issues around ethics, social responsibility, and sustainability



6. Marketing Information and Research

What information do you need to be successful, and how will you get it?

Discussion of key questions that need to be answered, the information needed, and recommendations for how marketing research can provide answers



7. Customer Decision-Making Profile

Who is your target customer, and what influences their buying decisions?

Profile of the primary buyer(s) targeted in the marketing plan and factors that impact their choices



8. Positioning and Differentiation

What do you want to be known for?

List of competitive advantages, positioning recommendations, and how to convince the market you are different and better



9. Branding

What is the brand you are building?

Brand platform describing the brand: promise, voice, personality, positioning, and strategic recommendations for building the brand

10. Marketing Mix

How will you impact your target market?

This question is addressed by the strategic recommendation of the four Ps below



Marketing Mix: Product Strategy

What are you offering to your target market?

Description of the product or service being marketed
improvements to fit the needs of target segments



Marketing Mix: Pricing Strategy

How are you pricing the offering?

Recommendations on pricing strategy and why this a



Marketing Mix: Place – Distribution Strategy

How are you distributing the offering?

Recommendations on distribution strategy and channel partners to improve the availability of your offering, and explanations of why this a



Marketing Mix: Promotion – IMC Strategy

What marketing campaign(s) are you running?

Overview of marketing strategy, objectives, messaging, and tactical approach for marketing campaign(s) to reach your target audiences





11. Measurement and KPIs

How will you measure the impact you're making?

Identification of key performance indicators (KPIs) and other metrics to monitor effectiveness of marketing campaign activities and provide clues about when to adjust course.



12. Budget

How much will this cost?

List of resources required to execute the marketing plan, how much they will cost, and how to stay within the allocated budget



13. Action Plan

What will it take to make this happen?

A detailed, step-by-step plan about what needs to happen, when, and who's responsible for each step to execute the marketing campaign.



14. Risk Factors

What are the risks of this approach?

Discussion of any significant risks or threats associated with this plan and contingency plans for addressing them



Advice for Presenting the Marketing Plan

Consider your audience

Power-point, google sites, or prezi may be effective tools

PowerPoint Tips

- Don't choose a font that is too small
- Don't put too many works on a slide
- Watch out for spelling errors
- Don't choose distracting colors that make it hard to read the information
- Make sure to select images that clearly align with content





Practice Question

What rule of effective power-point presentations did the last slide break?

Prepare for your Presentation

- Practice! Take what you've learned about SWOT and do a SWOT analysis of your presentation
- Be confident. You're the person who knows the most about your plan
- Ask a friend or family member to watch you present. Request that they be honest with you and give constructive criticism
- Talk to your audience, not to the screen. Your audience can read the slides, so use your voice to explain more of the details



A Good Business Presentation

- Should drive action
- Is short and focused
- Begins with recommendations and supports them
- Is an opportunity to learn and collaborate

Implementing the Marketing Plan

The marketing plan should aid communication within the marketing function and other functions to check for alignment and ensure the action plan is clear

THE MARKETING PLANNING PROCESS



Adjusting the Plan

- As soon as the first activity identified in the plan is executed, the marketing plan begins to be outdated
- Each action will generate new market data about what works that should shape the rest of the plan and its implementation



Quick Review

- What are the key elements of the marketing plan
- How can marketing plans be presented most effectively?
- How is the marketing plan used by marketing teams and the overall organization?