

Marketing Plan

The *Marketing Plan* is a strategic approach to managing the marketing of a product or service

PRODUCT/SERVICE MARKETING PLAN

Strategic, over-arching analysis.
“Who are we, what is the situation like, and what do we hope to achieve?”

BRAND IDENTITY

Who are we? Why do we exist? Company mission and global objectives.

TARGET MARKET

What are key customer needs?
What is the buyer persona?

PRODUCT/SERVICE

What is the product/service?
How does it satisfy customer needs?
Does it fit with company identity?

SITUATION ANALYSIS

What are key environmental factors?
What are the opportunities?
Where are the threats?

PRODUCT/MARKET OBJECTIVES

What do we plan to accomplish with this product/market combination in the next 12 months?

POSITIONING STATEMENT

For (target audience), product/service is (concise description).
It is ideal for (best use or application) because (primary benefit or differentiation).

THE MARKETING TOOLS

PRODUCT

PRICE

PLACE

PEOPLE

PHYSICAL
EVIDENCE

PROCESS

PROMOTION

CUSTOMER RESPONSE ASSESSMENT PLAN

How will we know we are satisfying our customer needs?
How will we track customer loyalty and positive word-of-mouth?

Tactical, putting a plan into place based on the top part of the marketing plan. “How do we make the objectives happen based on who we are and our positioning statement? And how do we successfully know we have been successful?”

Brand identity

- Who are we as a school — what is our purpose?
- Why do we exist?
- What are our school goals?

Target Market

- Who is our ideal family/student?
- What are the characteristics of the target market?
- What does the target market value in our product/service?
- Are there any unmet needs in the market?

Product / Service

- What is our service?
- How does it satisfy our stakeholders needs?
- Does it fit with our school identity?

Situation Analysis

- What are the potential opportunities for our school?
- What are the possible threats that our school may might face?
- What is happening in the micro/immediate environment?
- What is happening in the external environment?

Product/Market

- What do we hope to accomplish in the next (six months, year)?
- What sales/growth/engagement do we hope to reach in a certain period after our campaign?
- What brand awareness level do we hope to meet in the target market?

Positioning statement

- A guide to *internal* strategy:
For (target audience), our service/product is (concise description). It is ideal for (best use) because (primary benefit or differentiation)
- Ties together top and bottom halves of the marketing plan.
Point at which the plan moves from a strategic analysis to a tactical plan.

The marketing tools

In order to create an effective plan, you must decide how to use the 4 Ps or the 7 Ps, to address what you've found out in the earlier half of the marketing plan.

Customer response assessment plan

- How will we know that we are satisfying our families needs?
- How will we track loyalty and word-of-mouth?