

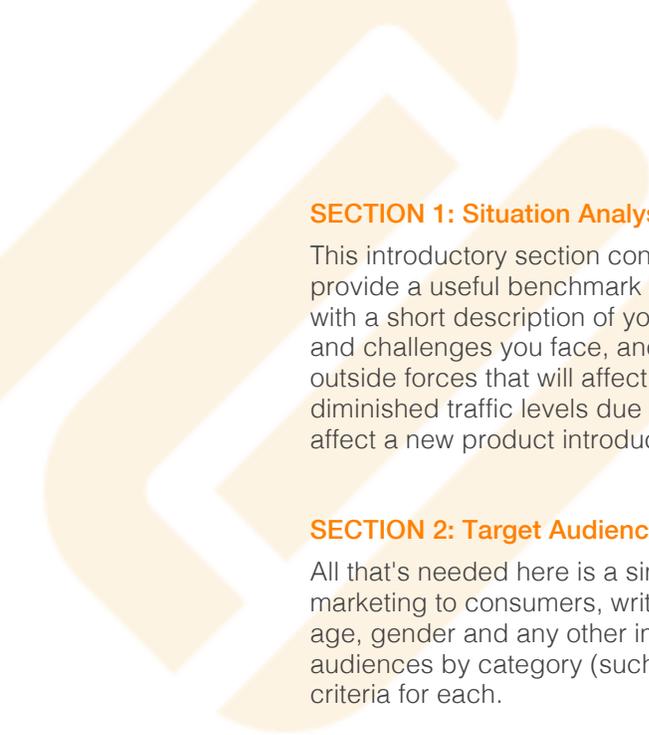


# P2E Marketing Plan Outline:

A resource to evaluate the primary considerations

This document is a starter resource that can help you to start thinking more strategically about your marketing efforts. It can also serve as an outline for P2E when we begin to partner with you. The more we understand about your overall organization, the more relevant your marketing will be to your targeted audiences. Sections include:

- SECTION 1: Situation Analysis
- SECTION 2: Target Audience
- SECTION 3: Goals
- SECTION 4: Strategies & Tactics
- SECTION 5: Budget Breakdown



## **SECTION 1: Situation Analysis**

This introductory section contains an overview of your situation as it exists today and will provide a useful benchmark as you adapt and refine your plan in the coming months. Begin with a short description of your current product or service offering, the marketing advantages and challenges you face, and a look at the threats posed by your competitors. Describe any outside forces that will affect your business in the coming year--this can be anything from diminished traffic levels due to construction if you're a retailer or a change in law that could affect a new product introduction if you're an inventor, for example.

## **SECTION 2: Target Audience**

All that's needed here is a simple, bulleted description of your target audiences. If you're marketing to consumers, write a target-audience profile based on demographics, including age, gender and any other important characteristics. B2B marketers should list your target audiences by category (such as lawyers, doctors, shopping malls) and include any qualifying criteria for each.

## **SECTION 3: Goals**

In one page or less, list your company's marketing goals for the coming year. The key is to make your goals realistic and measurable so that you can easily evaluate your performance. "Increase sales of peripherals" is an example of an ineffective goal. You'd be in a much better position to gauge your marketing progress with a goal such as, "Increase sales of peripherals 10 percent in the first quarter, 15 percent in the second quarter, 15 percent in the third quarter and 10 percent in fourth quarter."

## **SECTION 4: Strategies & Tactics**

This section will make up the bulk of your plan, and you should take as much space as you need to give an overview of your marketing strategies and list each of the corresponding tactics you'll employ to execute them.

Your tactics section should include all the actionable steps you plan to take for advertising, public relations, direct mail, trade shows and special promotions. You can use a paper calendar to schedule your tactics or use a contact manager or spreadsheet program--what matters most is that you stick to your schedule and follow through. A plan on paper is only useful if it's put into action.

## **SECTION 5: Budget Breakdown**

The final section of your plan includes a brief breakdown of the costs associated with each of your tactics. So if you plan to exhibit at three trade shows per year, for example, you'll include the costs to participate in the shows and prepare your booth and marketing materials. If you find the tactics you've selected are too costly, you can go back and make revisions before you arrive at a final budget.