

Lesson 5.1

Developing the Marketing Plan

Goals

- Explain the importance of marketing a business.
- Discuss how to develop a marketing strategy for a business.
- Describe what information is included in a marketing plan.

Vocabulary

- marketing
- marketing concept
- marketing mix
- marketing strategy
- marketing plan

What is Marketing?

■ marketing

- all of the processes used to determine and satisfy the needs of customers and the company
 - planning
 - pricing
 - promoting
 - distributing
 - selling

■ marketing concept

- Uses the needs of customers as the primary focus of a product or service during:
 - planning
 - production
 - distribution
 - promotion

- A successful marketing concept will:
 - Identify what will satisfy the customers' needs and wants
 - Develop and market products or services that customers consider better than other choices
 - Operate profitably

■ marketing mix

- reaching the target market through a blend of:
 - product
 - price
 - distribution
 - promotion



Why is marketing important to a business?

The Marketing Strategy

■ marketing strategy

- a plan that identifies how business goals will be achieved through marketing efforts
 - product introduction or innovation
 - pricing
 - distribution
 - promotion
 - sales or market share
 - projected profitability

- marketing goals should:
 - be achievable with your available resources
 - be written following the SMART guidelines
 - reflect short, medium and long-term goals

Short-Term Goals

- Achievements for the next year are the focus of short-term goals.
 - number of customers
 - level of sales
 - level of profits

Medium-Term Goals

- Achievements for the next two to five years are the focus of medium-term goals.
- Make sure your marketing strategy facilitates achievement of medium-term goals.

Long-Term Goals

- Achievements for a 5, 10, or 20 year time horizon are the focus of long-term goals.
- Long-term goals can help define current marketing plans.



Why is goal setting important when developing a marketing strategy?

Write Your Marketing Plan

■ marketing plan

- defines your market
- identifies your customers and competitors
- outlines a strategy for attracting and keeping customers
- anticipates changes

■ The marketing plan should include the following information:

1. Product or Service
2. Target Market
3. Competition
4. Marketing Budget
5. Business Location
6. Pricing Strategy
7. Promotional Strategy
8. Distribution Strategy

- Marketing plans should include performance standards that are measurable.
- Actual results should be compared to performance standards quarterly.



Why is it important to put your marketing plan in writing?