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MARKETING PLAN COMPONENTS

To be effective, a marketing plan identifies options, prioritizes resources and selects the best opportunities. It serves as the foundation for the activities that create and nurture a promise of value to the customer. Properly created, the marketing plan is a living document; it is anchored to the overall business goals and focuses on customer value, growth and profitability. The following are recommendations for components that sit within a marketing plan.

Plan Goals:

1. Provide market, competitive and industry trends and intelligence in support of, and for incorporation into corporate strategic goals.
2. Define and deliver a Marketing strategy to support corporate market, retention and sales goals.
3. Develop an ongoing function/process to continually assess the market for new customers, applications and vehicles for selling company capabilities, product and services.

Specific Plan Components:

- Define Target Market through Market Research & Analysis
 - Customer and market demographics
 - Competitive Intelligence
 - Market Trends
 - Customer surveys
- Determine Company's Unique Selling Proposition (USP), create messaging to support same
 - Brand definition
 - Differentiation statements (your "onlys")
 - Positioning statements/key messaging
 - Set pricing strategy (thru value proposition definition and profitability goals)
- Define marketing methods to promote USP and Company
 - Marketing Calendars
 - Community Activities
 - Website strategy and execution
 - Web marketing
 - Newsletters
 - Collateral
 - Customer Communications (many companies have all corporate communications go through marketing departments)
 - Public Relations
 - Advertising
 - Trade Shows
 - Trade Organizations
 - Seminar development
 - Word of mouth

- Targeted Promotions/Campaigns
 - Lead Acquisition and Process Management
 - Other
- Customer Retention & Referral Programs
 - Loyalty Programs
 - Loyalty surveys (e.g. non-transactional)
 - Reference Programs
- Product Management
 - New solution development recommendations
 - Product Management
- Alliances & Channel Strategy & Management
 - Develop strategic partnerships
 - Develop ongoing partnership programs