

Marketing Plan Outline



... A Different Experience



A Proud Member of

1) Why a Marketing Plan?

It's just like determining, "What do you want to be when you grow up?" **Think about the similarities.**

We go through various stages of life that include:

- We **learn** and **discover** the world around us.
- We find our **strengths** and **weaknesses**.
- We develop our **skills**, knowing our **limitations**.
- We take the above information and begin **goal setting**.
- We then determine what our **strategies for success** will be.
- We make our plan (plan our work).
- We 'work our plan'.

Developing a marketing plan is just another "stage" in our lives.

We use today's knowledge, but we remember what, and how, we did operate in earlier and different stages of our lives. It will help.

2) Marketing Definition

According to *The Dictionary of Marketing Terms*, "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization goals."

BOTTOM LINE ... sales and marketing ARE NOT the same thing!

Sales, advertising, and promotion ARE PARTS of the marketing process.

3) Market Overview

The Market Overview is an extremely important part of the Marketing Plan.

It necessitates a solid business plan. Creating a Market Overview is how to obtain the information necessary to analyze the market.

Questions we need to answer:

- How big is the potential market?
- Is the market growing, flat, or shrinking? What are the changes we see?
- Is the market segmented by pricing, quality, age, or product usage?
- Who is our target audience?
- Who are the competitors?

4) Executive Overview

An Executive Overview is a written statement expressing your thoughts regarding the **target market**, why you want to **attack the market**, the **opportunities** that are present, and the **challenges** you will face. It also expresses the **rewards** that are available.

Write your overview below.

5) Market Review

Please provide details for each section below

Trends Overview:

(e.g., Is the retirement income planning market an emerging, growth or mature market?)

Market Segments:

(e.g., Retirees, 401(k) rollovers, pre-retirees, personal pension plans, wealth transfer, etc.)

Target Market:

Primary: *(e.g., retirees)*

Secondary: *(e.g., Baby Boomers, their children, pre-retirees)*

6) Competitive Review

Please provide details for each question below

Who or what is our competition?

Is the market “flooded”?

Is anyone doing anything unique?

Does our “target market” (our prospects) still want and need our concepts, products, and solutions?

Do we have to adjust, redefine, or re-invent our mission statement?

7) Product & Business Review

Please provide details for each question below

Do our products satisfy our clients' needs?

Do we possess the products that are able to satisfy future needs?

Are there new challenges our prospects face that necessitate offering different products?

Does your IMO understand the agents' needs?

8) Opportunities, Strengths, Weakness, Threats

Please provide an overview of the 4 topics listed above

9) Goals & Objectives

Please provide details for each objective below

Sales Objectives:

Marketing Objectives:

10) Strategies

Please provide details for each section below

Positioning:

(How are you perceived, or how do you wish to be perceived)

Products:

Pricing:

Distribution:

Communications / Promotion:

Benefits/Solutions:

11) Action Plan & Implementation

Please provide details for each section below

Advertising / Mailing Plan / Email Marketing/ E-commerce/ Internet Leads / Print / Radio & TV:

Budget:

Schedule:

Assignments:

(e.g., Tasks performed by Staff Members, Outside Vendors, Outside Consultants)

12) Evaluation

Please provide details for each section below

Lead tracking / Database system:

Sales Reviews:

Periodic client reviews:

Total Account Development:

Referred leads / Development of client's families:

Write Down Any Personal Notes Below