

A COMPREHENSIVE GUIDE TO MASTERING MARKETING PLAN

e-Book Chapter

Mas Azlina binti Mohd Alias Norjunainah binti Juri



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**Mas Azlina binti Mohd Alias
Norjunainah binti Juri
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PREFACE

Welcome to the exciting world of strategic marketing! This comprehensive guide is designed to be your trusted companion on the journey to mastering the art and science of creating effective marketing plans. In an era where businesses face dynamic challenges and opportunities, a well-crafted marketing plan serves as the roadmap for success.

As we delve into the intricacies of developing a robust marketing plan, we'll explore key elements such as market research, target audience analysis, competitive positioning, and the integration of digital and traditional channels. Whether you're an entrepreneur launching a startup, a marketing manager steering a team, or a student aspiring to excel in the field, this guide offers a roadmap that adapts to various contexts. Remember, mastering marketing planning is an ongoing process. This guide is a companion that evolves with you, providing insights and strategies that stand the test of time. .

Let the journey begin!

SCAN ME

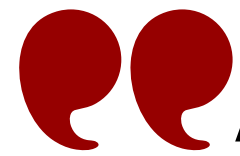


**SCAN HERE FOR A BRIEF VIDEO ON THE EVOLUTION OF MARKETING BY
PHILIP KOTLER**



MARKETING PLAN

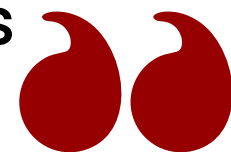
MARKETING PLAN DEFINITION



A written plan that is used to guide an organization's marketing activities for a period of two years or less.

It is quite detailed and specific, and it helps an organization coordinate the many steps and people that play a role in marketing.

Marketing plans take an in-depth look at the organization's marketing mix and contain detailed budgets and timetables



Kotler, 2014





MARKETING PLAN PURPOSE



To guide your business in promoting itself, attracting customers, and identifying opportunities for profit.



To forecast and make choices about how your business will fulfill your clients' requirements while also earning a profit for your business.



It will assist marketers in handling anticipated costs and potential income projections.

MARKETING PLAN CRITERIA

01

Research Study and analysis

Conducting a research study and analysis should be based on existing research and analysis.

02

Organized and Coordinated

A marketing plan should be as clear and detailed as can be.

03

Programmed

A marketing plan needs to be organized in a way that ensures activities are carefully arranged in a sequence.

04

Budgeted

It is essential to plan the budget carefully for every marketing plan.



05

Flexible

Unexpected events are likely to occur. If it becomes evident that goals may not be met or unexpected competition arises, adjustments should be made to the marketing plan.

06

Controllable

Ensuring a plan operates as initially intended can be even more challenging than creating it in the first instance.

07

Internally consistent and interrelated

A marketing plan should be highly specific because many elements within it are interconnected, requiring consistency.

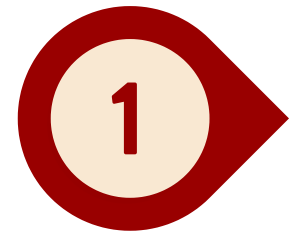
08

Clear and simple

Being thorough doesn't have to be complicated. It's not sufficient if only the person who created the plan comprehends it.



IMPORTANCE OF MARKETING PLAN



Offers a guide for all the marketing tasks the company will undertake in the upcoming year.



Ensures that marketing activities align with the overall strategic plan of the company.



Helps in aligning the budget with marketing goals by matching resources accordingly.

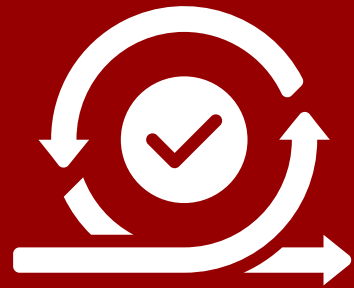


Compels marketing managers to objectively review and carefully consider each step in the marketing process.



Establishes a system for tracking real outcomes compared to anticipated results.

MARKETING PLAN BENEFITS



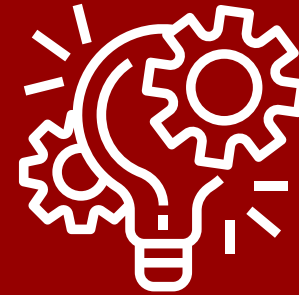
1. Activities matched with target markets-

If a segmented marketing strategy is in use, a plan makes sure that activities concentrate solely on selected target markets.



2. Consistency of objectives and target-market priorities -

To what extent should the plan go in order to achieve the objectives and guarantee that the effort aligns with the marketing goals for each target market.



3. Common terms of reference -

A marketing plan outlines activities involving numerous individuals, both inside and outside of an organization.



4. Assistance in measuring marketing success -

A marketing plan serves as a tool in marketing management as it forms the foundation for overseeing and assessing marketing activities.



5. Continuity in long-term planning

Marketing plans supplement strategic market plans and establish a connection between short-term and long-term planning.

STEPS IN DEVELOPING A GOOD MARKETING PLAN



Step 1:
Prepare the Marketing Plan Rationale



Step 2:
Develop a detailed implementation plan



Step 3:
Write the Executive Summary

STEPS IN MARKETING PLAN

Step 1: Prepare the Marketing Plan Rationale

Review and Summarize:

- Situation Analysis
- Marketing Research Studies
- Market Segmentation
- Segmentation approach and characteristics
- Target market selection
- Marketing strategy
- Positioning approaches
- Marketing Mixes (8P's)
- Marketing Objectives



STEPS IN MARKETING PLAN

Step 2: Develop a detailed implementation plan

Design and specify:

- Activities by marketing-mix element (8P's) for target markets
- Responsibilities (internal and external)
- Timetable and activity schedule
- Budget and contingency fund
- Expected results
- Measurements (metrics)
- Progress reporting procedures
- Performance standards
- Evaluation timetable



STEPS IN MARKETING PLAN

Step 3: Write the Executive Summary

Describe highlights of:

- **Marketing Plan Rationale**
 - ** Where are we now?
 - ** Where would we like to be?
- **Implementation Plan**
 - ** How do we get there?
 - ** How do we make sure we get there?
 - ** How do we know if we got there?)



MARKETING PLAN CONTENT

A. EXECUTIVE SUMMARY



Emphasize the key points in each of the primary sections of the marketing plan's rationale and implementation strategy.

B. MARKETING PLAN RATIONAL



A historical record for individuals creating upcoming marketing plans and strategic market plans.

C. IMPLEMENTATION PLAN



To outline all necessary activities, roles, expenses and budget, timeline, as well as procedures for control and evaluation.

MARKETING PLAN CONTENT



There are **THREE** parts to a marketing plan: the **executive summary**, the **marketing plan rationale**, and the **implementation plan**.

1

The **EXECUTIVE SUMMARY** is a concise overview of the main highlights of the marketing plan; designed for quick review by the organization's executives.

2

The **MARKETING PLAN RATIONALE** clarifies the facts, analyses, and assumptions that form the foundation of the marketing plan.

3

The **IMPLEMENTATION PLAN** also recognized as an action plan, it outlines the tasks, marketing budgets, staff responsibilities, schedule, and methods for controlling, measuring, and evaluating activities.

A. EXECUTIVE SUMMARY



An effective method is to summarize the key points from each of the main sections of the marketing plan's rationale and implementation strategy.

1 Should be easy to read

2 Should no more than 2 pages long

3 Contains main reasons, and costs of marketing plan

Executive Summary

The American Red Cross has a very important job: collecting 40 percent of the nation's blood supply is no simple task, and the need for blood donations never stops. The act of collecting the blood is the easy part; attracting and retaining donors is where things get more difficult.

There are approximately 43 million 16 to 24 year olds in the U.S., yet in 2011 only 3.64 million, or 8 percent, donated blood. There is significant potential for growth with this target audience, and the American Red Cross' objective is to encourage eligible individuals in this age group to donate blood. Some will be donating for the first time, while others need to be reminded or persuaded to donate again. Either way, Left Lane Creative has developed a hard-hitting campaign that addresses the ARC's goal head-on.

The following proposal provides a step-by-step plan for how the ARC will not only reach, but compel, 16 to 24 year olds to donate blood. Research shows that this age group, part of Generation Y, is altruistic and actively seeking ways to contribute. Therefore, delivering the message that blood donation is a meaningful way to give back will spur blood donations from this audience. Increasing the number and frequency of donors helps the ARC meet its unit goals for blood collection, and simultaneously instills a sense of personal responsibility that keeps donors coming back for a long time.

Resulting from extensive research and thoughtful creative work, Left Lane Creative is proposing the **Make Your Mark** campaign. The campaign is designed to provide value and results to the ARC through a combination of the right message for the right audience delivered through the right channels at the right time. The outcome is a fully integrated marketing communications campaign that utilizes traditional and electronic media channels embraced by the target audience and riveting PR to increase awareness of the need for blood donations among 16 to 24 year olds and compel them to take action and donate.

The staff at Left Lane Creative is proud to present this proposal to the ARC. We are very honored to have conducted the primary and secondary research, composed the media plan, and designed the creative executions you'll see on the following pages. In the 11 years we have worked with non-profits and cooperatives, the **Make Your Mark** campaign is among our finest work.

We are confident you will think so too.

B. MARKETING PLAN RATIONALE

1. Situation Analysis Highlights

It involves examining the strengths, weaknesses, and opportunities of an organization.



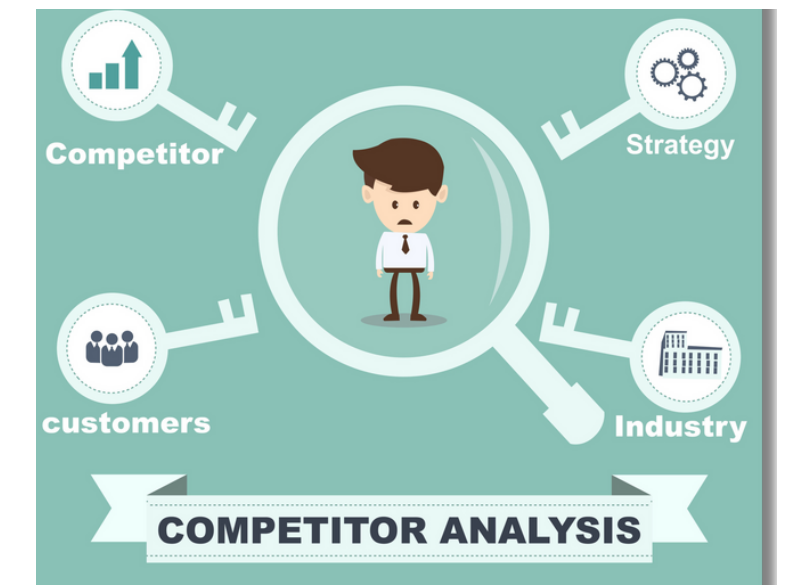
Environmental Analysis

There are different trends in the external environment that can positively impact hospitality and travel organizations.



Location and Community Analysis

What are the main events anticipated for the local community and its immediate surroundings throughout the planning period?



Primary Competitor Analysis

What innovative strategies do we anticipate from our closest competitors in the coming 24 months?

B. MARKETING PLAN RATIONALE

1. Situation Analysis Highlights

It involves examining the strengths, weaknesses, and opportunities of an organization.



Market Potential Analysis

What is expected to occur soon with previous and potential customers?



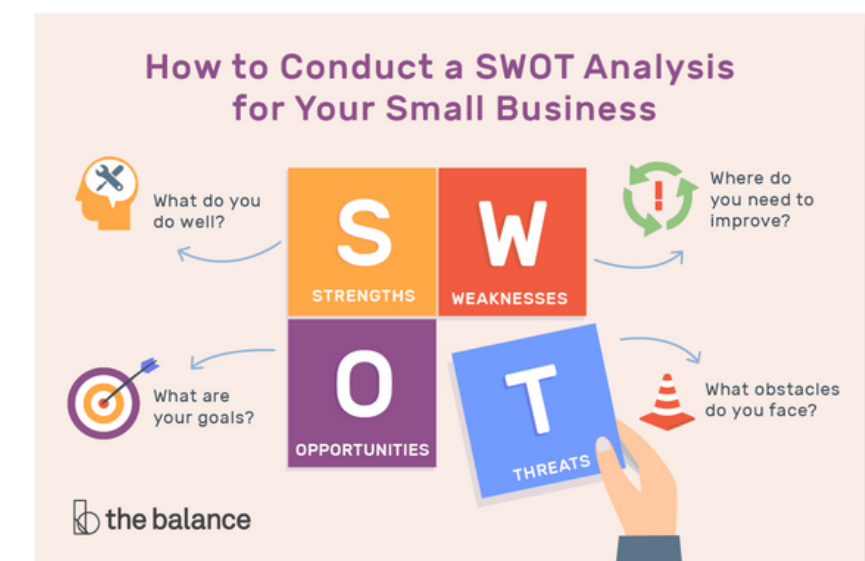
Services Analysis

What actions will be taken in the next one to two years to enhance or expand our organization's services?



Market Position and Plan Analysis

What is the most effective approach to realign and return to the right path?



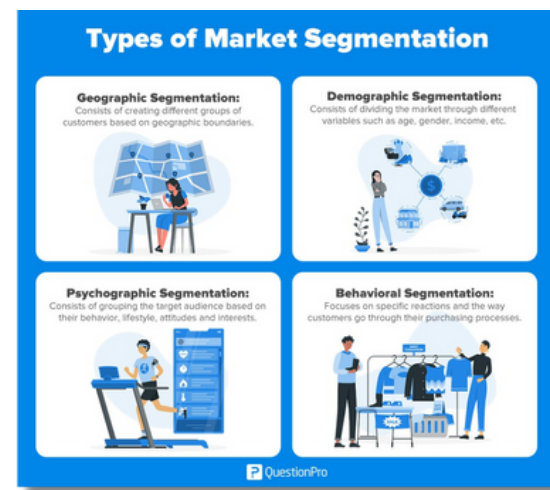
Major strengths, weaknesses, opportunity and constraints.

This section of the plan is similar to a summary. It compels marketers to condense all the critical situation analysis and other research findings.

B. MARKETING PLAN RATIONALE

2. Selected Marketing Strategy

Details the strategy that the organization will follow in the next one to two years. It explains the facts, assumptions and decisions influencing strategy choices



Market Segmentation and Target Markets

The plan should provide a brief overview of the segmentation approach and the characteristics used to divide the market.



Marketing Strategy

Will a strategy focus on a single target market, concentration, full coverage, or undifferentiated? The plan should clarify the analysis and assumptions that underlie these choices.



Marketing Mixes

How many sets of the 8Ps will be utilized, and what are the reasons and methods for their use? The marketing plan should assess these individually for each target market.

B. MARKETING PLAN RATIONALE

2. Selected Marketing Strategy

Details the strategy that the organization will follow in the next one to two years. It explains the facts, assumptions and decisions influencing strategy choices



Positioning Approaches

Will the organization strive to uphold and improve its image in each target market, or will it consider repositioning? Which of the six positioning approaches will be employed, and what is the rationale behind the choice?



Marketing Objectives

The goals for each target market should be explicitly outlined. They must be focused on outcomes, expressed in numerical terms, and tied to specific time frames.

C. IMPLEMENTATION PLAN (ACTION PLAN)

1. ACTIVITY PLAN (HOW DO WE GET THERE?)

1

ACTIVITIES BY TARGET MARKET

All intended activities for each target market should be listed and explained. It is advisable to do this separately for each marketing-mix element (8P's) and to organize tasks in a time schedule based on when they will be started.

2

RESPONSIBILITIES FOR ACTIVITIES

Typically, the execution of the marketing plan involves multiple departments or divisions, various organization employees, and sometimes external firms.

3

TIMETABLE AND ACTIVITY SCHEDULE

This is a crucial section that is often consulted during the plan's implementation. It should indicate the start and finish dates for each activity, where the activity will take place, and the individuals responsible for it.

C. IMPLEMENTATION PLAN (ACTION PLAN)

2. MARKETING BUDGET (HOW DO WE GET THERE?)

1

COORDINATED

Careful coordination is applied to budgeting for all activities or tasks to prevent unnecessary duplication of effort and to optimize synergy among budget items.

2

COMPREHENSIVE

All marketing activities or tasks are recognized and assessed.

3

PRACTICAL

The budget outlines where the money and human resources for the marketing activities or tasks will come from.

4

REALISTIC

Marketing budgets must not be established independently of other departments' priorities and activities. They need to be connected to the organization's resources and its position in the industry sector.

C. IMPLEMENTATION PLAN (ACTION PLAN)

3. CONTROL PROCEDURES (HOW DO WE MAKE SURE WE GET THERE?)

Monitoring the plan is a function of marketing management. To do this effectively, the manager needs to understand the desired result, progress points or milestones, responsible parties, and how expectations will be measured. Financial control of the marketing plan is accomplished through budgeting and regular reports comparing budgeted expenditures with actual spending.

1

RESULTS EXPECTED FROM EACH ACTIVITY

In what way is each marketing activity anticipated to contribute to its associated objective?

2

PROGRESS REPORTING AND MEASURES

A milestones has been discussed earlier. Now, a determination needs to be made on how these will be measured (using metrics), when they will be assessed, and how the findings will be reported.

QUESTIONS TO ASK YOURSELF WHEN CREATING A MARKETING PLAN

What's your
business's
current situation?



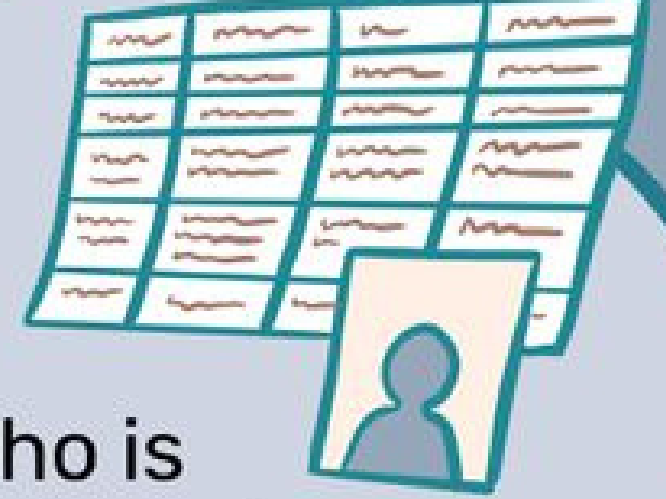
How much
will it cost?



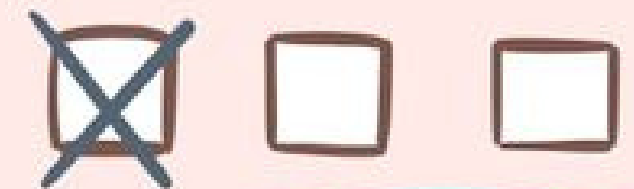
How will you execute
your marketing plan?



Who is
your target
market?



What are
your goals?



What marketing
tactics will
you use?



SUMMARY

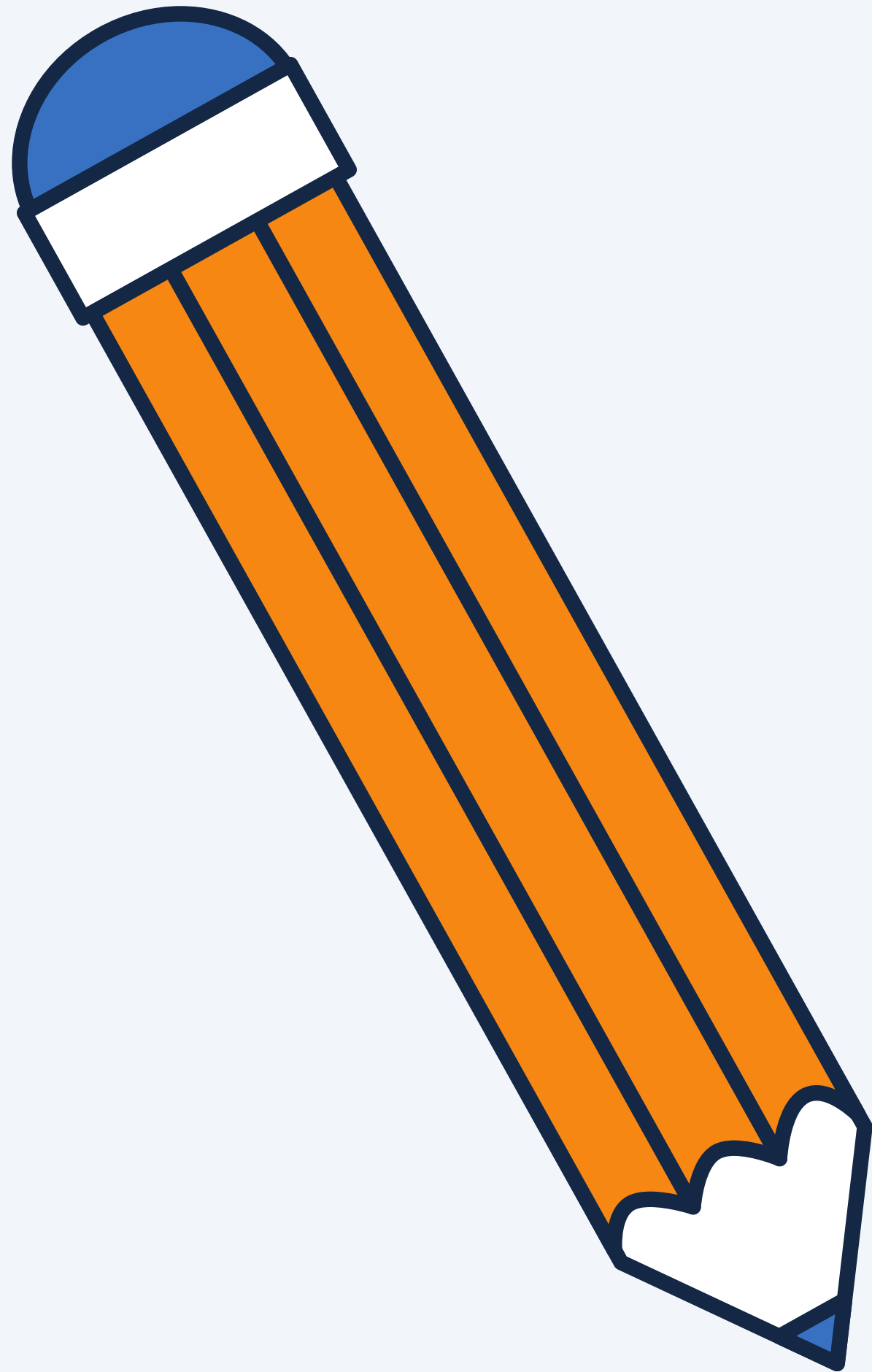
The marketing plan is a step-by-step guide for action, outlining how the organization plans to achieve its marketing objectives.

The plan outlines all the marketing activities that will be executed in the upcoming year or two.

It's essentially a set of plans, with each focusing on one of the eight marketing-mix elements (P's), all carefully coordinated within a comprehensive plan.

A plan should be written in ink but not considered inflexible. An organization must oversee the implementation of the plan and make adjustments when necessary.





Let's discuss

What are the **THREE** main parts of the marketing plan?

EXERCISE 1



COORDINATED

Budgeting for all activities or tasks is carefully coordinated to avoid unnecessary duplication of effort and to maximize the synergy among budget items.



COMPREHENSIVE

All marketing activities or tasks are identified and estimated.



REALISTIC

Milestones have already been mentioned. A decision should be made on how these will be measured (the metrics), when they will be checked, and how they will be reported.

Guess What?

Identify and provide suitable explanations for the third step in developing the marketing budget.

Which of the following is a critical criterion that should be considered when developing a comprehensive marketing plan?

- A) The length of the plan
- B) The number of employees in the marketing department
- C) The color scheme used in promotional materials
- D) The alignment with overall business goals and objectives

EXERCISE 2



EXERCISE 3



• **Answer**



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