MARKETING PLAN: HOW TO DO IT?

...cues for the Marketing Award

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Marketing Plan. What is it and where does it fit in?

The Marketing Plan in 3 steps

Analitic

Analysis of the external situation (PESTEL)
Analysis of the internal situation
Competitor analysis
Demand analysis
SWOT analysis

Strategical

Goals (strategic or marketing, communication)
Creative idea (UVP - Unique Value Proposal)
Targeting
Positioning
Partnership

Operational

Marketing Mix (4p or 7p)
Communication
Tactics
Budgeting

The Marketing Plan in 3 steps

ANALITICAL	STRATEGIC	OPERATIONAL
analyze company, communication, product range, competitive territory	defines the end point of the company and the road to travel	supports and guides the company in the predefined path

ANALITICAL
- analysis of the product range and business organization
- competitive analysis current and potential
- demand analysis current and potential
- analysis of each product/service
- analysis of communication company and individual products
- analysis of sales prices and commercial policies
- analysis of channels of distribution

STRATEGIC
- cross-referencing by superposition of collected data; redefinition of the offer in the search for distinctiveness
- definition of strategic positioning, brand identity and individual products/services

OPERATIONAL
- drafting of the operational variables divided into the operational areas of marketing
- definition of the operational actions
- classification of the operational actions by order of importance and time

Marketing Plan. What is it and where does it fit in?

A written document that specifies:

- Marketing objectives
- Target
- The way to achieve the objectives
- Quantity, quality and value of efforts/investments to be made

Competition and Guidance

	You	Competitor 1	Competitor 2	Competitor 3
Product quality	9	1	8	5
Pricing	3	4	3	2
Place	3	7	4	8
Promotion	4	7	9	4
Positioning	6	9	7	10
Reputation	4	10	4	8
People	7	3	7	2
Partnership	8	7	8	6

Market Analysis

Primary Data

Secondary Data

Eg: Surveys
(Google Survey, Survey Monkey ecc.)
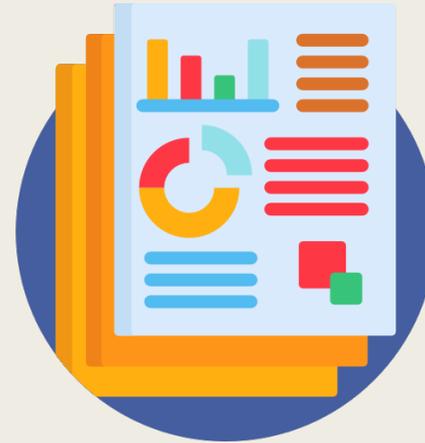
Eg: Report/Studies

Useful sources for finding data. Secondary data.

Pwc
Deloitte
Kpmg
Accenture
EY
Wef
ONU
FAO
Mc Kinsey
Boston consulting group
We are social

Analysis of the external environment. PESTEL.

Analysis of the external environment. PESTEL analysis, the process

The process of
PEST analysis

Fai brainstorming

Identifies issues
and implications

Evaluates the
importance
of each point

Evaluates the probability
of the occurrence of

Consider the implications
of the verified event
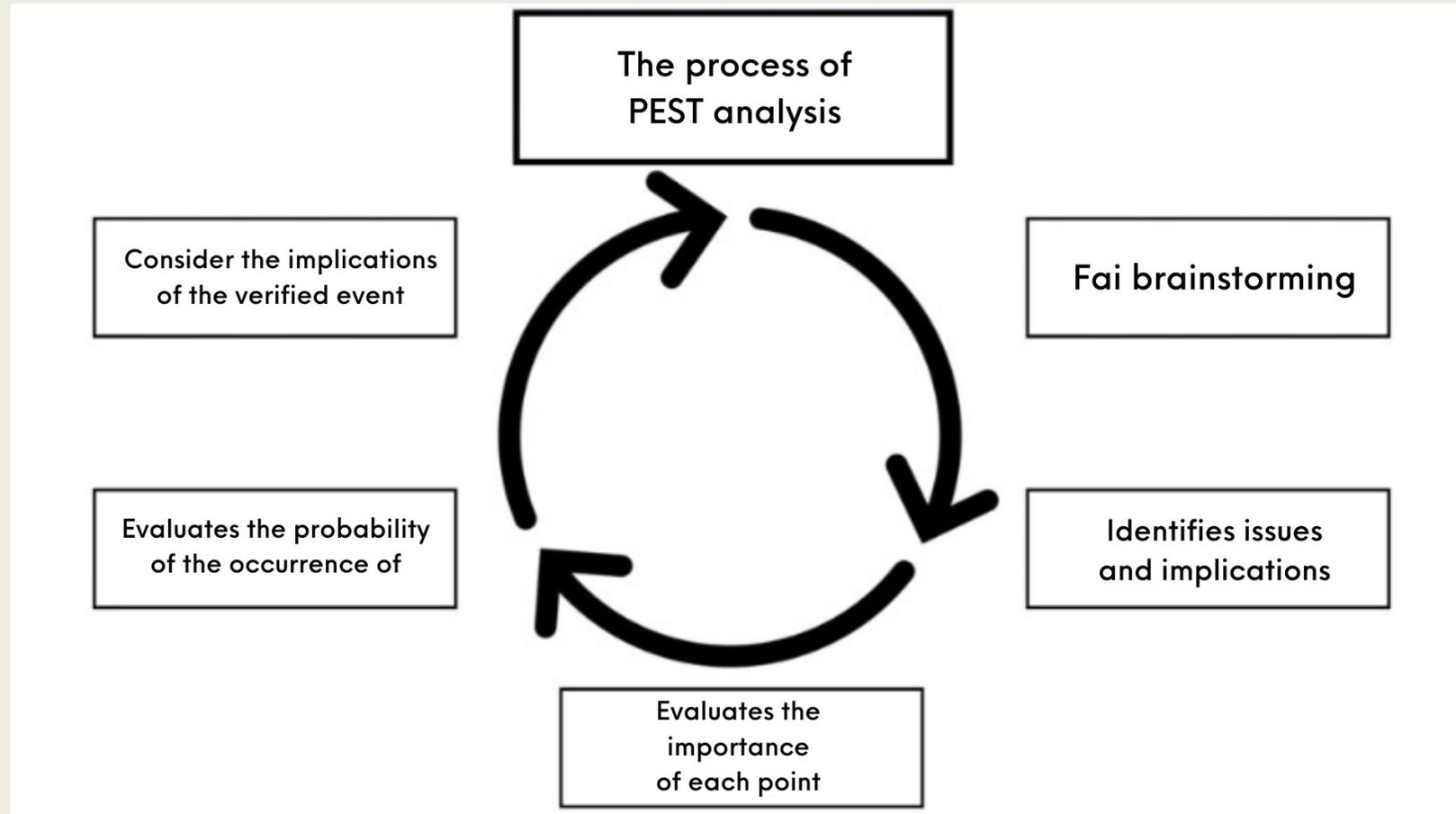
SWOT analysis. Between analysis and strategy

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
• Things your company does well	• Things your company lacks	• Underserved markets for specific products	• Emerging competitors
• Qualities that separate you from your competitors	• Things your competitors do better than you	• Few competitors in your area	• Changing regulatory environment
• Internal resources such as skilled, knowledgeable staff	• Resource limitations	• Emerging need for your products or services	• Negative press/ media coverage
• Tangible assets such as intellectual property, capital, proprietary technologies etc.	• Unclear unique selling proposition	• Press/media coverage of your company	• Changing customer attitudes toward your company

WordStream

SWOT analysis. Between analysis and strategy

SWOT Analysis

Strengths 💪
- What do your startup do great?
- What unique resources can you leverage?
- What are your portrayed strengths from costumers/competitors?

Weaknesses ⛔
- What needs to be improved?
- What do your competitors do better than you?
- What resources do you need in your startup?

Opportunities 🔍
- What market opportunities do you see?
- How can you take advantage of your strengths?
- What trends in society can you leverage?

Threats 🐍
- Can your competition outperform you?
- Do your weaknesses threatens your ability to stay alive?
- What threats can hurt your startup?

Analysis of the competitive environment. Porter's 5 forces.

PORTER'S FIVE FORCES
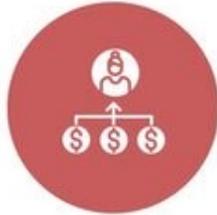
RIVALRY AMONG COMPETITORS

Number of competitors, diversity of participants, quality differences, market concentration, barriers to exit, switching costs, industry growth

THREAT OF NEW ENTRANTS

Barriers to entry, economies of scale, access to distribution channels, government policies, capital requirements, experience in the market

BARGAINING POWER OF BUYERS

Number of clients, differences between competitors, information availability, price sensitivity, customer budget

THREAT OF SUBSTITUTE PRODUCTS OR SERVICES

Number of substitute products, buyer propensity to change, perceived level of product differentiation, prices

BARGAINING POWER OF SUPPLIERS

Number of suppliers, size of suppliers, uniqueness, prices, switching costs

Strategy

Must Have:

- Targeting
- Goals
- Positioning

It is recommended to take into consideration:

- Partner
- Process
- Phases
- Engagement
- Customer Experience
- Data

Environment. Competitive advantage and competitive strategies.

There are 3 main strategies to compete:
1. **Cost Leadership**: price competition through cost cutting
2. **Differentiation:** making different/better products than others
3. **Focus:** using positioning to focus on specific niches, products or solutions

Other types of minor competitive advantages may include:
- Knowing your customer better than your competition
- - Better customer experience (including an extra smile from staff)
- - Strong and recognizable brand- Developing a customer relationship (community)

Goal Setting. "Smart" model
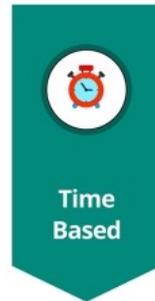
Customer needs. Maslow's pyramid

- Identifying the market segment is not the same as identifying the customer's real needs.

- The desires that the customer expresses directly frequently do not coincide with the real desires that are then the ones that guide no purchase decisions.

Self-actualization
desire to become the most that one can be

Esteem
respect, self-esteem, status, recognition, strength, freedom

Love and belonging
friendship, intimacy, family, sense of connection

Safety needs
personal security, employment, resources, health, property

Physiological needs
air, water, food, shelter, sleep, clothing, reproduction

Segmentation and Targeting

Informed by	Stage of target marketing	Informs
Market research and analysis of customer data	**Segmentation** Identify customer needs and segment market	• Market segment definition • Persona development • Customer experience requirements
Demand analysis	**Target marketing** Evaluate and select target segments	• Select online targeting • Target segments • Online revenue contribution for each segment • Customer lifecycle targeting
Competitor analysis Internal analysis	**Positioning** Identify proposition for each segment	• Core brand proposition • Online value proposition • Online marketing mix • Lifecycle brand development and proposition messaging
Evaluation of resources	**Planning** Deploy resources to achieve plan	• Online marketing mix • Restructuring • Automated online customer contact strategy

Segmentation **is the division of the market into groups, or segments, of users who have similar characteristics, behaviors, and interests.** Each segment of the market may be interested in a particular good or service and, if it is substantial enough, may constitute an attractive segment.

Targeting (or targeting) is a strategic method aimed at identifying, through a process of market segmentation, the target sector (i.e., consumer group) with the characteristics most compatible with our offering.

Brand positioning

Brand positioning. **Position a brand occupies in the minds of consumers relative to competing brands.**

Brand positioning is the set of decisions and activities **designed to influence consumers' perception** of a brand, with the ultimate goal of creating and maintaining a distinctive and valued positioning in the minds of customers.

Brand positioning. Examples.

Brand positioning. Examples.

Perceptual Map #4

More tasty

Less natural ←——————————→ More natural

Less tasty

Domino SUGAR

Future state

truvía

EquaL
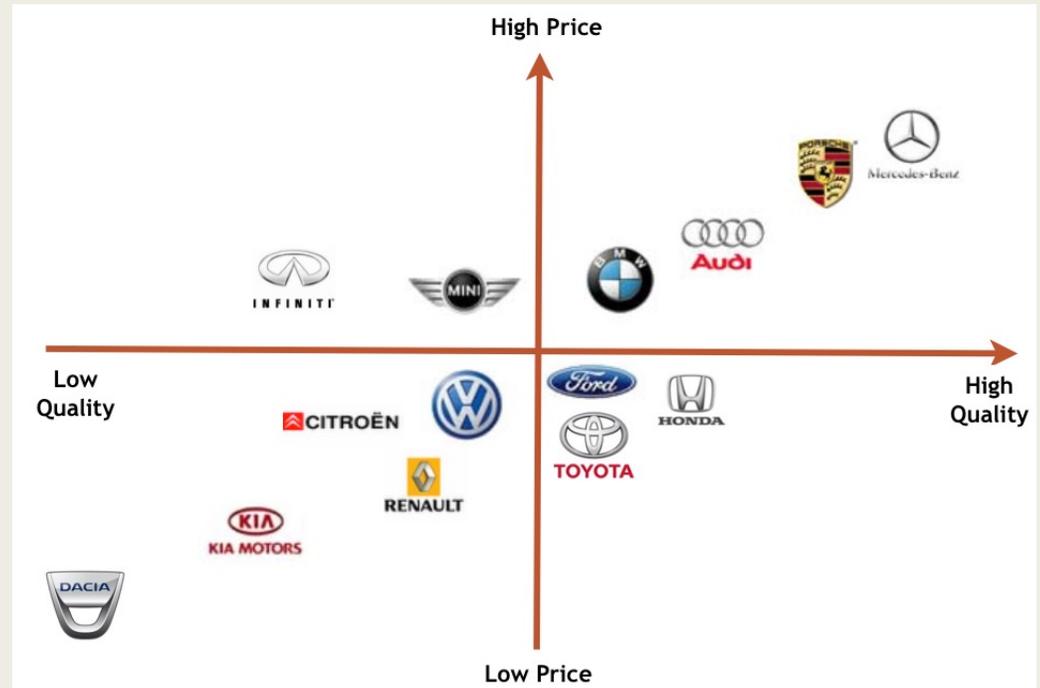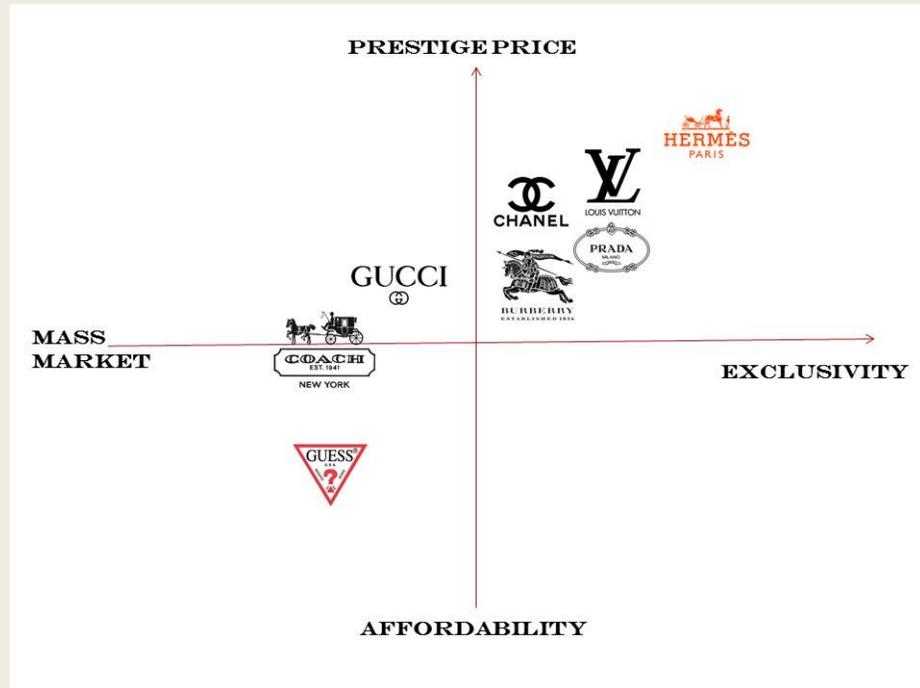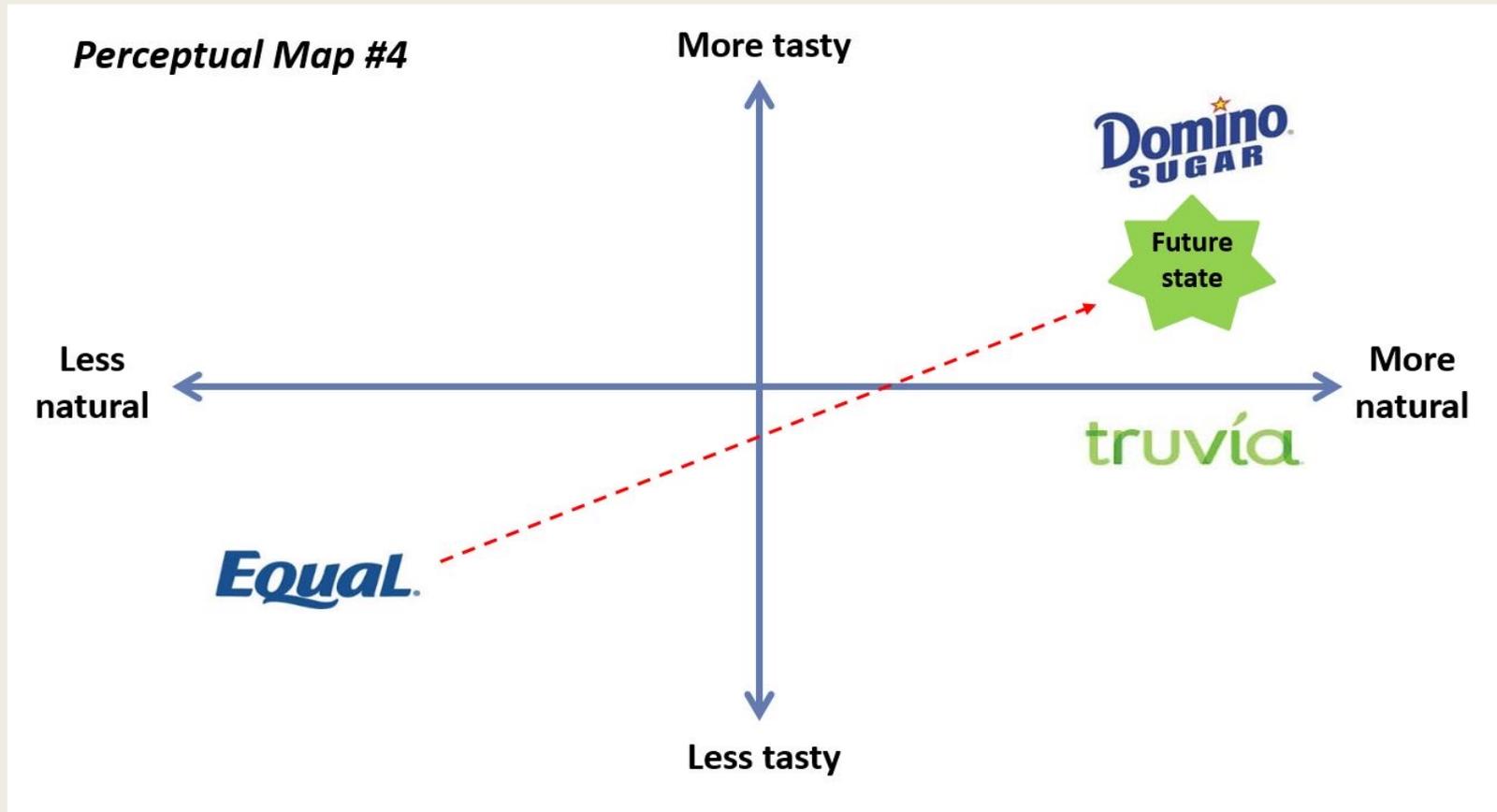
Customer acquisition and retention process

1.Awareness: includes all activities related to making a brand known and increasing its recognition.
2.Consideration: aims to provide the consumer with all the information necessary to mature the purchase decision.
3.Conversion: prompts the consumer, who is now familiar with the brand and has all the information about the product/service, to take a certain action, called conversion.
4.Loyalty: better known as the loyalty phase.
5.Advocacy: advocacy and reputational support for the brand.
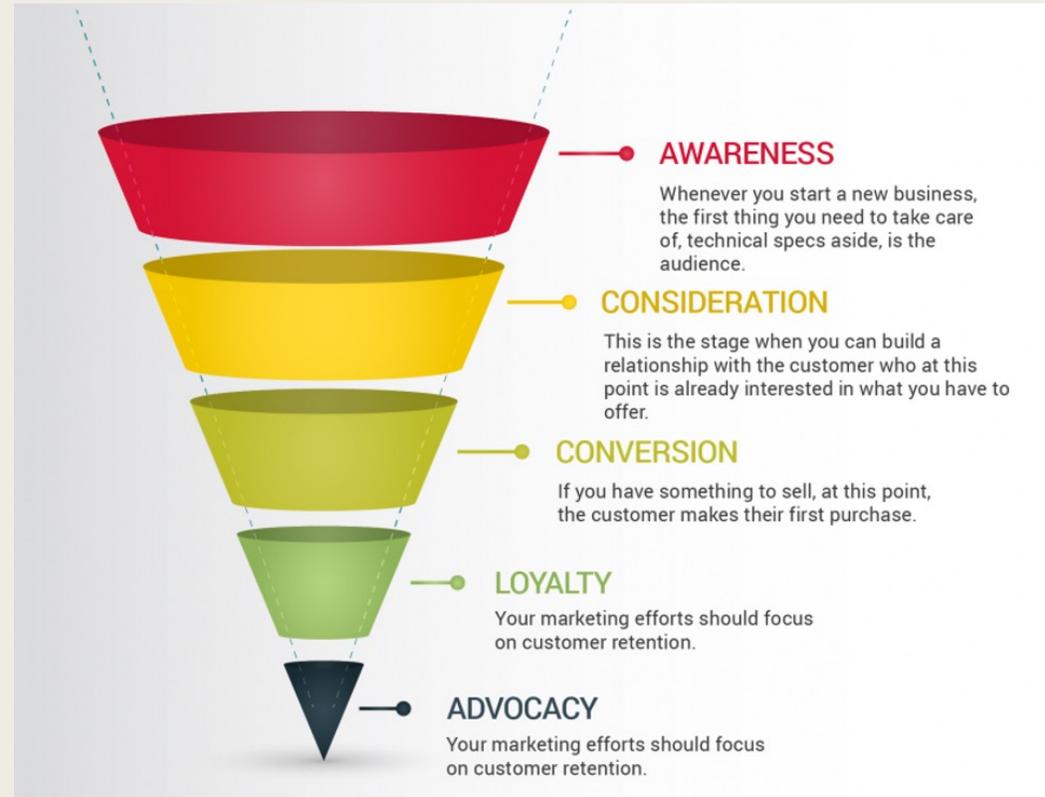
The Operational part

Operational Marketing. 4P and 7P model.

Operational Marketing. The 7Ps model

- **Product:** is the good or service that is offered (sold) in a market to satisfy certain consumer needs.
- **Price:** is the monetary consideration a consumer is willing to pay to receive a given good or service.
- **Place:** is the set of activities necessary to get a given product to the final consumer, or even to outlets and stores, with the various intermediate steps.
- **Promotion:** is the set of activities designed to promote, publicize, and acquaint the market with a company or its particular product or service.
- **People:** deciding whether to invest in staff training and whether to invest in recruiting new resources.
- **Processes:** designing business processes such as online sales order processing or a contact management system (CRM).
- **Physical (physical evidence):** make the brand tangible in stores, office, merchandise, uniforms.
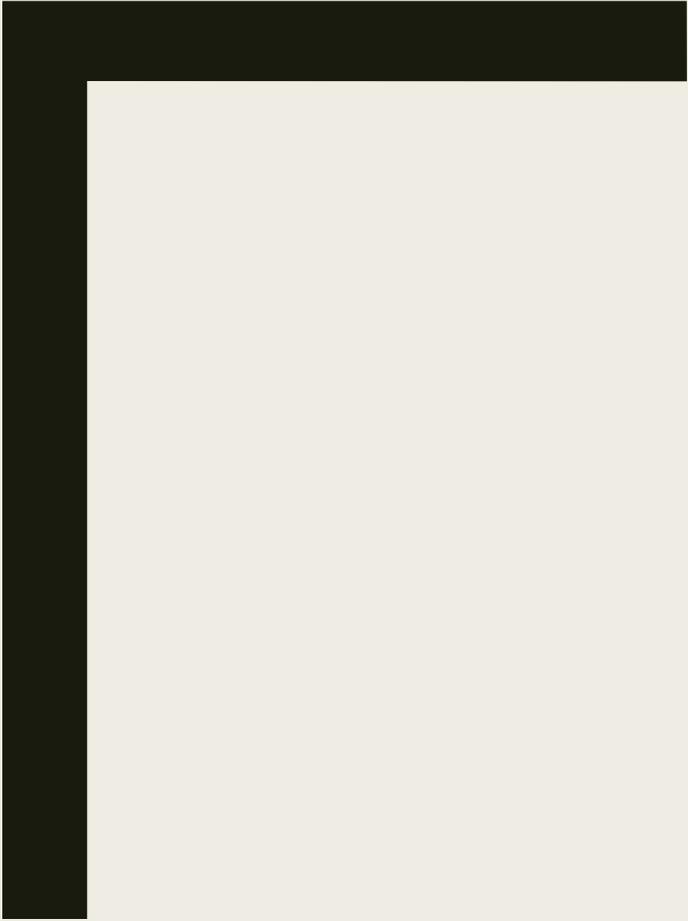
Place
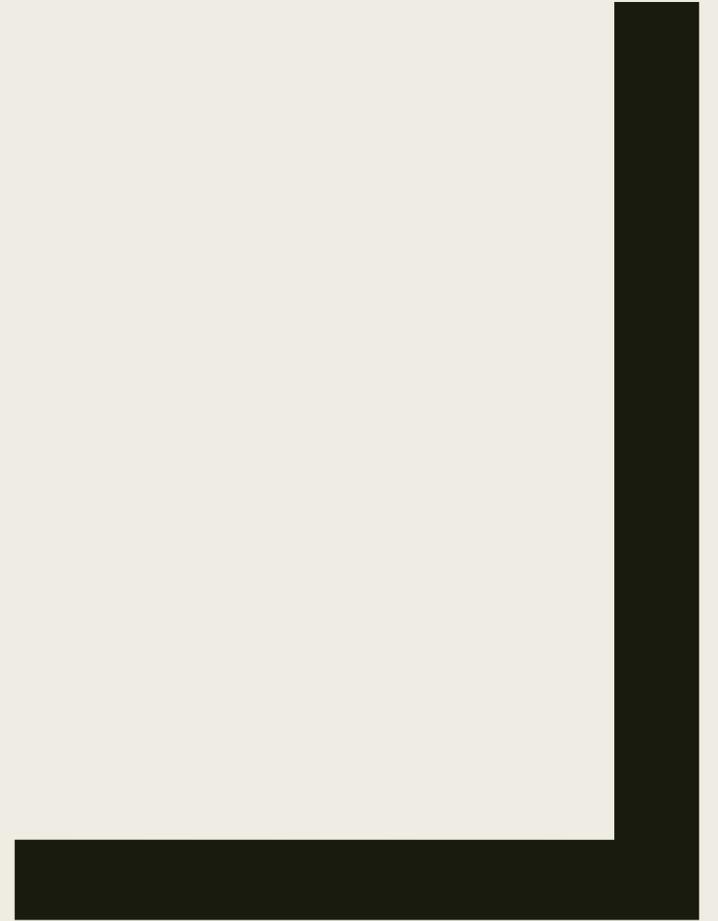
What is Placement?

The PLACEMENT element of the marketing mix involves trying to provide goods and services **IN THE RIGHT PLACE and AT THE RIGHT TIME** for consumers.

This applies to where a business locates its premises or where they sell their goods/services.

The placement element of the marketing mix is very important as **without it the business would fail because consumers would not be able to gain access** to its' goods or services at a time or place that suits them.

What is Placement?
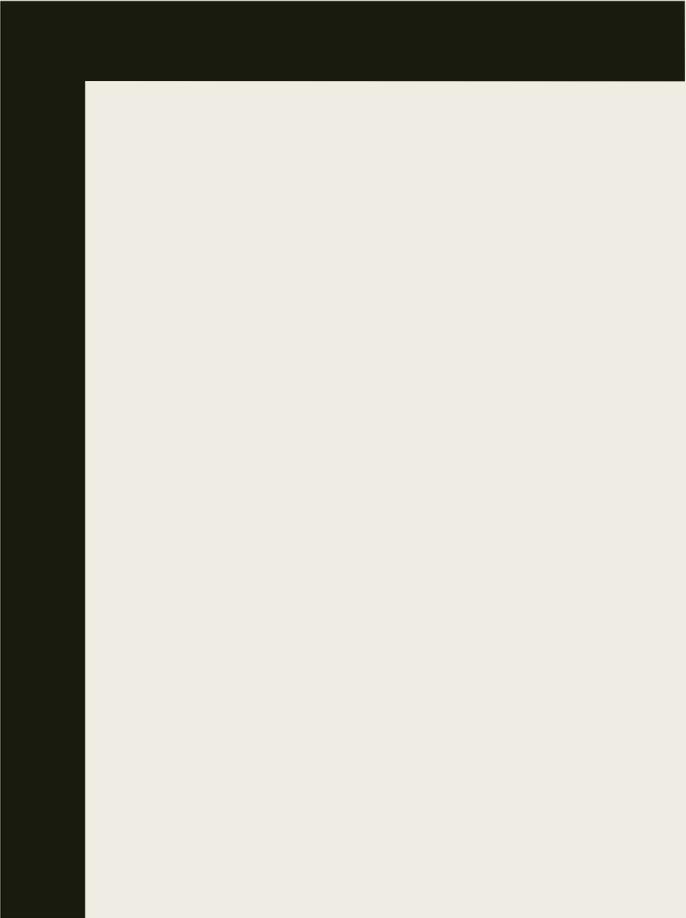
Promotion

Essential principles of business communication

Brands communicate through a series of actions taken by companies.

- **CLARITY**
- **COMPREHENSIBILITY**
- **COHERENCE**
- **DECLINABILITY**
- **DISTINCTIVITY**

# Integrated Communication. Elements and Tools.
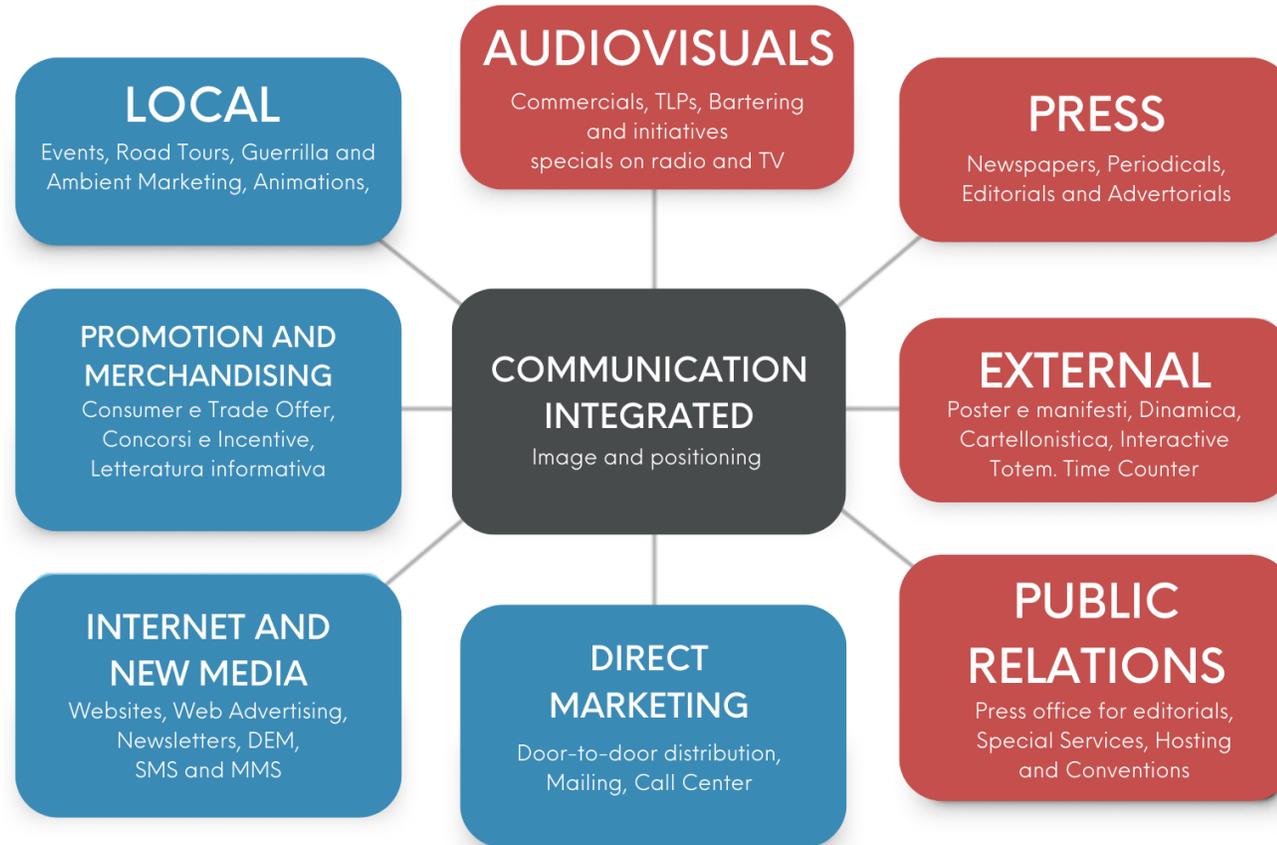
Communication Strategies. Mix of channels.

KPI

ATL Above The Line
- Radio, TV
- Newspapers
- Magazines
- Outdoor
- Press

→
- Rating
- Frequency
- Brand awareness
- Reach

TTL Through The Line
- Hor. Banners
- Social media
- Events

BTL Below The Line
- Contextual text ads
- Vertical banners
- Email marketing
- Telemarketing

→
- Cost per conv.
- Quantifiable leads
- New customers
- Real metric
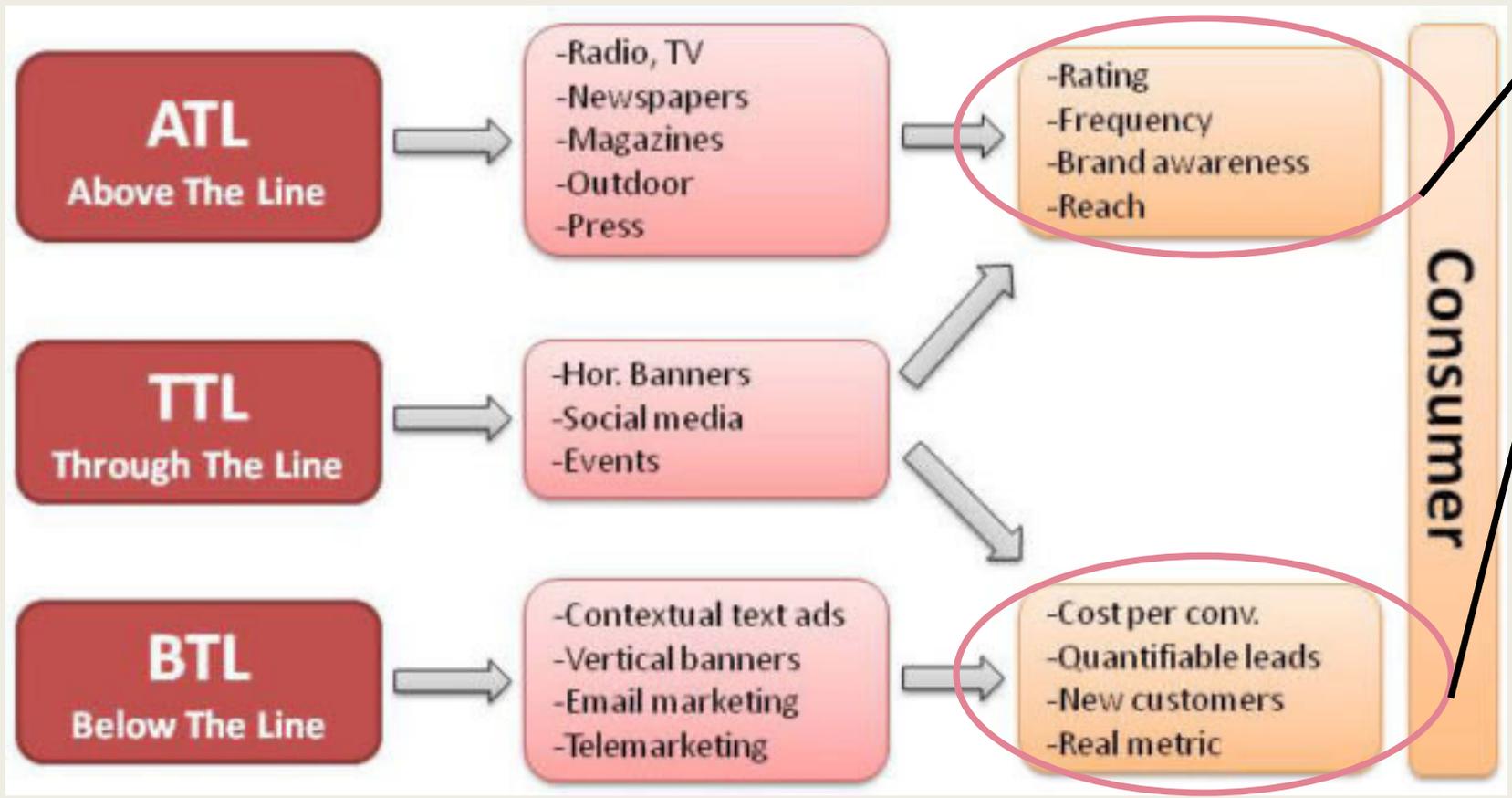
Consumer

Digital Communication on Social Media. The »PESO" Model.

Product

What Is Product Marketing?

Product — Sales

Marketing

Product marketing

Close but not exactly...

Product — Sales

Marketing

Product marketing
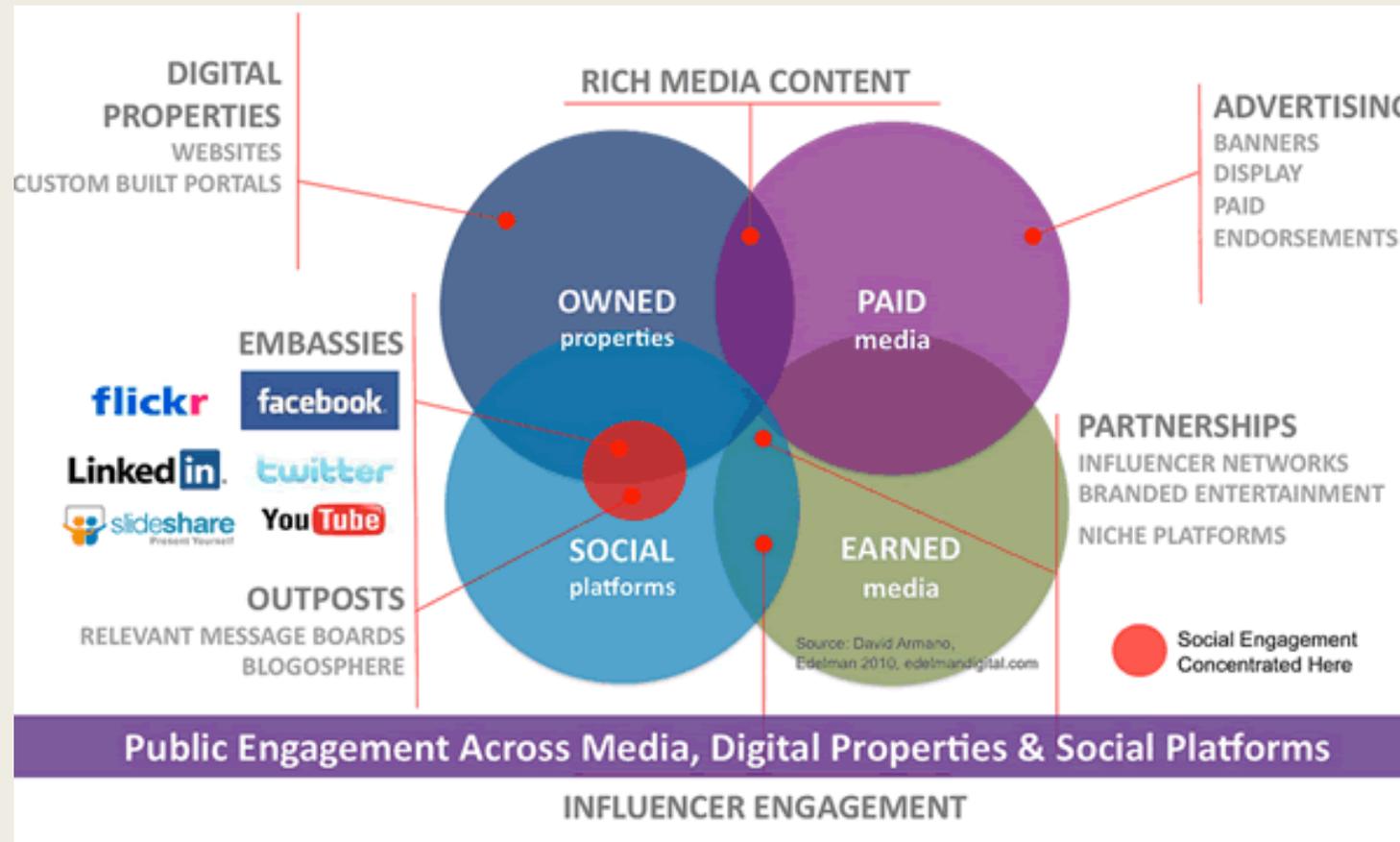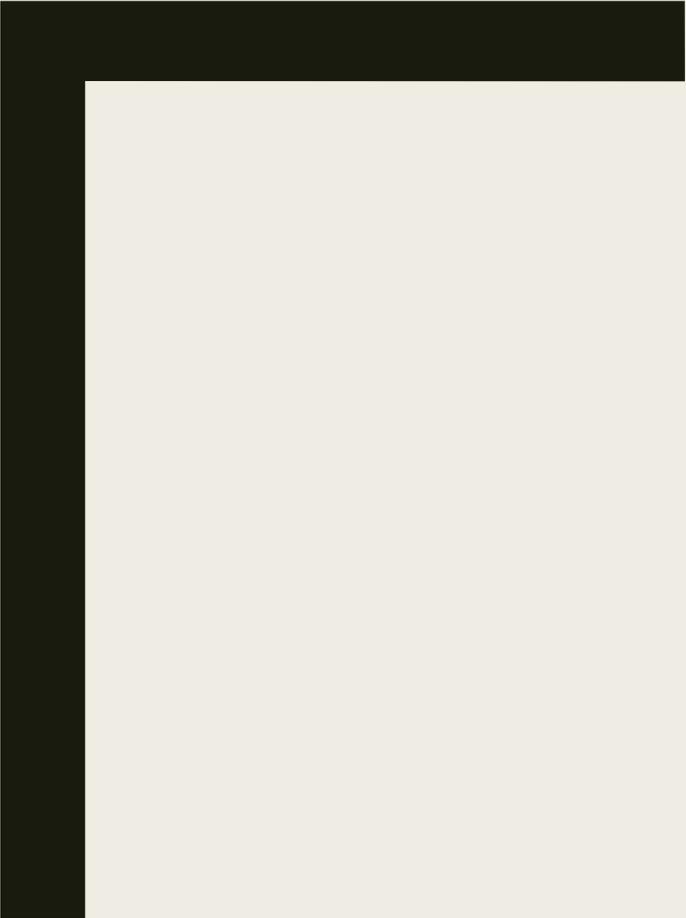
It's more like this.

Product Marketing. What is?

- The physical features of the product, or the intangible aspects of the service
- This covers things that make the product more attractive to buy

Length of a Product Mix - Total number of products of a company.
Width of a Product Mix - The total number of product lines that a company offers to sell.
Depth of a Product Mix - Variants of each product in the product line
Consistency of a Product Mix - The close relationship between different product lines. The more product variation means less product consistency.

For example, a dairy company has two product lines milk and yogurt. Both the lines have same users and distribution channels.

Product Mix

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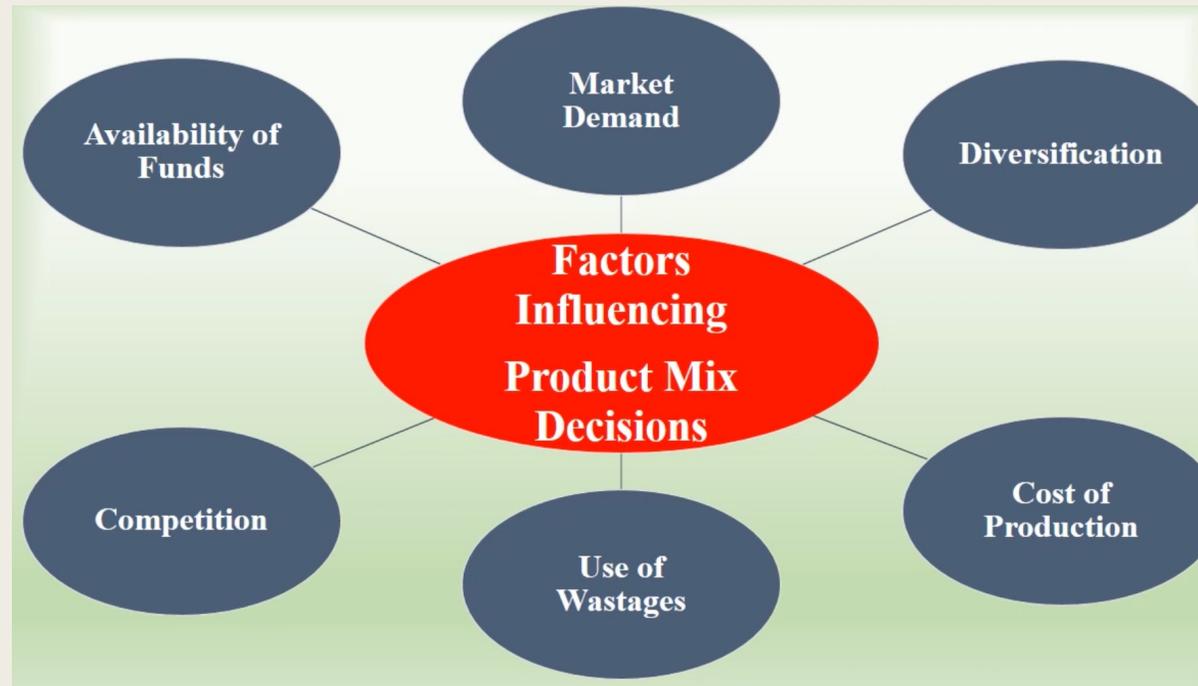
Product mix. Examples.
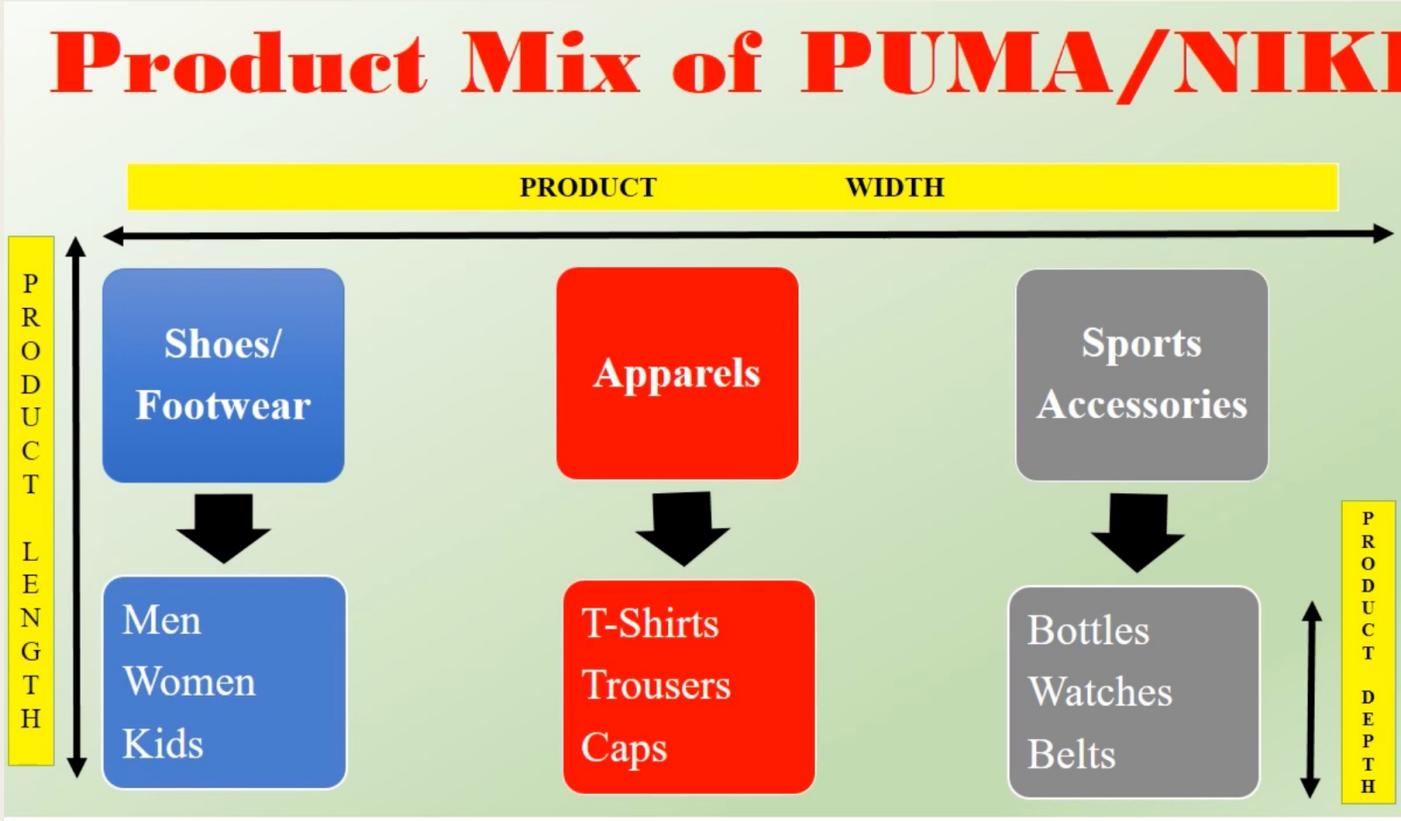
Product mix. Strategies.
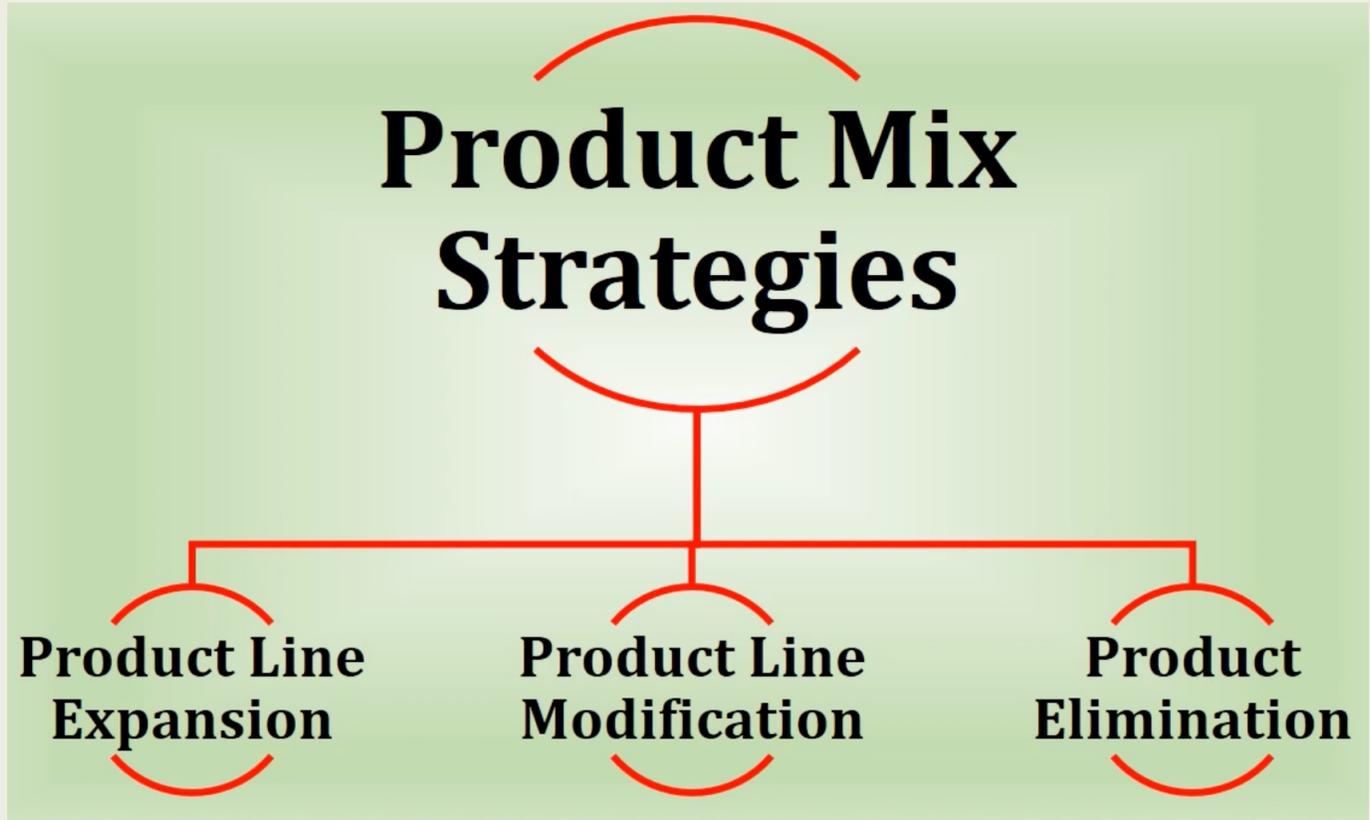
Price

Why the price is important

- Price is one of the most important factors in the buying decision

"If it is perceived as too high by the target customer, demand will be low

- Price is the only income generator in the marketing mix

- If the price is too low, profits will not be optimal

- Price suggests a positioning to the consumer

- If the price is out of step with the rest of the marketing mix it will weaken the offer

- Price is what the customer pays in the exchange process

- The customer must feel they are getting a fair deal

Pricing Strategies and Tactics

| Skimming	Penetration	Competitive	Loss Leader	Psychological
Launching with a high Price when there is little competition, then reducing the price later. Often used with technology.	Low price charged initially to penetrate the market and build brand loyalty: price is then increased.	A similar price is charged to that of competitors products.	Products may be sold at a price lower than the cost to produce it. Often used by Supermarkets to encourage the store where it is hoped they will buy other products.	A price is set which customers perceive as lower than it.

Why buy the brand? UVP and USP

The **UVP** is a clear statement that describes the benefits of your offering, how you solve customer needs, and what sets you apart from the competition. Your unique value proposition should appear prominently on your landing page and in every marketing campaign.

A **unique selling proposition (USP)** is what makes your business better than the competition. It is a specific and clear advantage that makes your business stand out from other businesses in your market.

Customer Profile, the Buyer Persona

Barbara Grey

" I should make the most of my time while I'm still here on campus. "

MAJOR

Mechanical Engineer

COLLEGE

University of Michigan, Ann Arbor

AGE

21

Bio

Barbara is an ambitious and hard-working sophomore. Born and raised in Miami, she moved to Michigan to pursue her dreams in engineering and has lived on campus throughout her college experience. She makes sure to have enough time for her social life.

Wants & Needs

Wants to graduate with excellent grades

Wants to be more physically active

Aspires to go on a world tour one day

Openness
▼30%
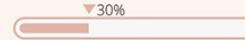
Conscientiousness
84%▼

Extraversion
▼21%
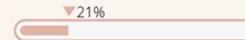
Agreeableness
▼50%

Frustrations

- Lack of job prospects
- Student loans
- Fear of underdeveloped social skills

Schedule activities. GANTT diagram

Activity	J	F	M	A	M	J	J	A	S	O	N	D
TV		▬	▬		▬				▬		▬	
Print		▬	▬								▬	
Digital				▬	▬				▬	▬		
Social		▬	▬		▬					▬		
Sampling	▬	▬		▬	▬				▬	▬		
Events			▬	▬								
Retail Blitz			▬	▬	▬	▬						
Specialty Blitz		▬	▬	▬	▬							
BOGO		▬										
Display			▬		▬							
Coupon		▬		▬						▬		

🟦 Communications   🟥 Events   🟨 Instore   🟧 Promotional
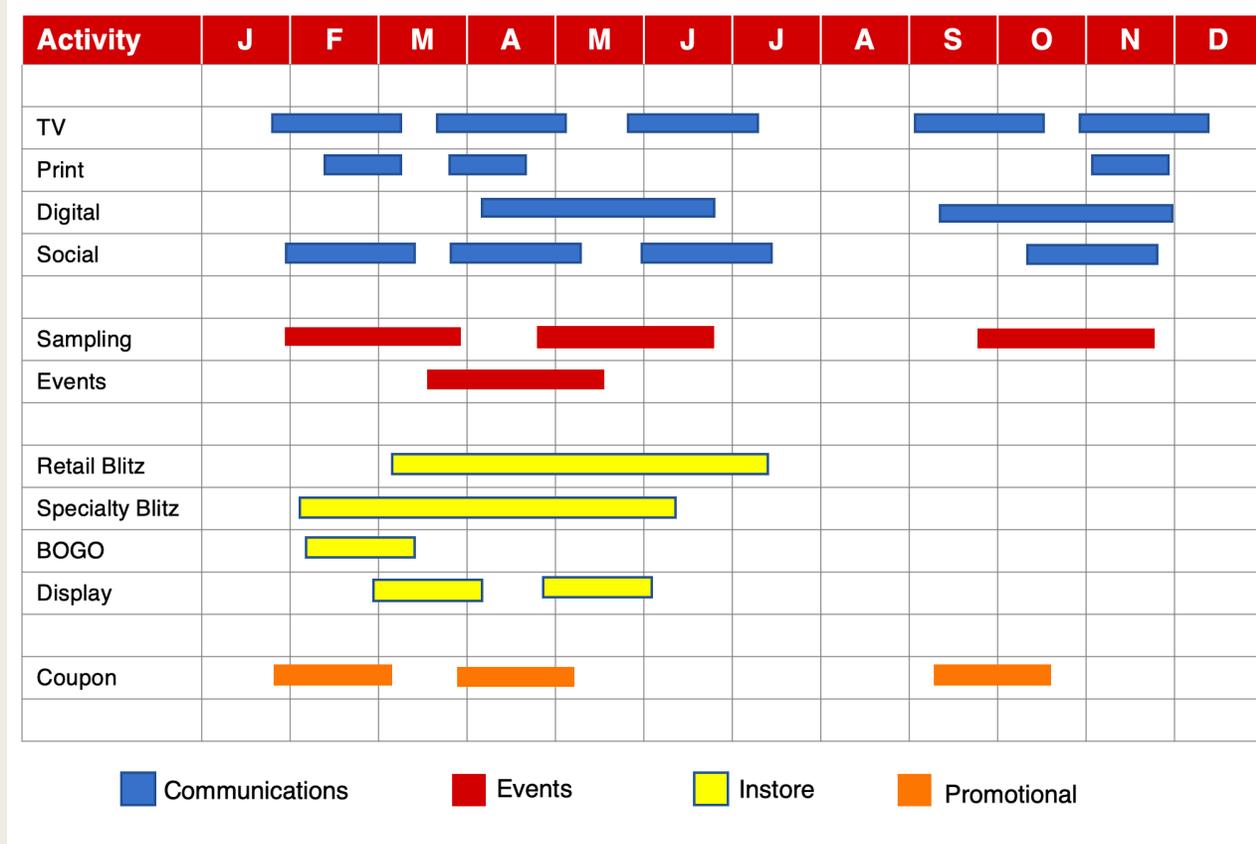
Costs and tools. The Budget.

Projected Subtotal to date: $ 65,365.00

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECT
National Marketing			SUBTOTAL
Banner Ads	4	$ 500.00	$
			$
			$
Local Marketing			SUBTOTAL
Newspaper	6	$ 600.00	$
In-Store Marketing	4	$ 400.00	$
POP	2	$ 500.00	$
			$
Public Relations			SUBTOTAL
Public Events			$
Sponsorships			$
Press Releases	8	$ 100.00	$
Webinars			$
Conferences			$
Client Events			$
			$
Content Marketing			SUBTOTAL
Sponsored Content			$
Landing Page	12	$ 1,200.00	$
White Papers / ebooks			$
			$
Social Media			SUBTOTAL
Twitter	20	$ 100.00	$
Facebook	20	$ 100.00	$
Pinterest	10	$ 100.00	$
Instagram	10	$ 100.00	$
Google+	4	$ 100.00	$
LinkedIn	4	$ 100.00	$
Online			SUBTOTAL
Blog	4	$ 800.00	$

Social Media Budget Template

Budget Category (Type/Description)	In-house Expense (Fixed/Percent)	Outsource Expense (Fixed/Percent)	Total Category (Fixed/Percent)
Content Creation	($ Per Hour X Hours Per Month)	(# Pieces Content X $ Per Piece/ Project)	Text Here
Writing Graphics Video			
Social Advertising	(N/A)	($ Per Day X Days Per Month)	Text Here
(Social Channel 1) (Social Channel 2) (Social Channel 3)			
Social Engagement	($ Per Hour X Hours Per Month)	($ Per Hour X Hours Per Month)	Text Here
(Social Channel 1) (Social Channel 2) (Social Channel 3)			
Software/Tools	(N/A)	($ Per Month)	Text Here
Monitoring Scheduling Analytics			
Promotion/Contests	($ Per Campaign)	($ Per Campaign)	Text Here
(Campaign 1) (Campaign 2) (Campaign 3)			
Total	$	$	$

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Sales Forecast. What is and how to do that

Sales Forecast Template - Multi-year

	2020	2021	2022	2023	2024	Five-year Totals
Units in Pipeline	120,000	132,000	147,840	170,016	200,619	770,475
Pipeline Growth Rate		10%	12%	15%	18%	
Conversion Rate	30%	32%	34%	36%	38%	
Annual Units Sold	36,000	42,240	50,266	61,206	76,235	265,947
Price per Unit	$50.00	$50.00	$55.00	$55.00	$60.00	$50.00
Revenue	$1,800,000	$2,112,000	$2,764,608	$3,366,317	$4,574,110	$14,617,035

Annual Units in Pipeline	Total number of units in the pipeline annually. We start with 120k units annually and then create an assumption that the pipeline will grow with the pipeline growth rate. Formula starts in cell C.
Pipeline Growth Rate	This is an assumption that your pipeline will grow by a certain percentage. This could be based on industry growth rate or your sales team's ability to grow your pipeline. 2020 is not populated because it's your starting year.
Yearly Average Conversion Rate	This is the percentage of units in the pipeline that become sales. These are the products or units in your deals won. We'll assume that conversion rates will increase by 2% annually based on getting better at selling the product.
Annual Units Sold	These are the number of units sold annually.
Price per Unit	This is the price per unit of the product. We assume the price increases by $5 every two years. This could be based on competition, customer feedback, or industry standards.
Annual Revenue	This is the revenue generated annually from the sale of the product. It's the price multiplied by the number of units sold.
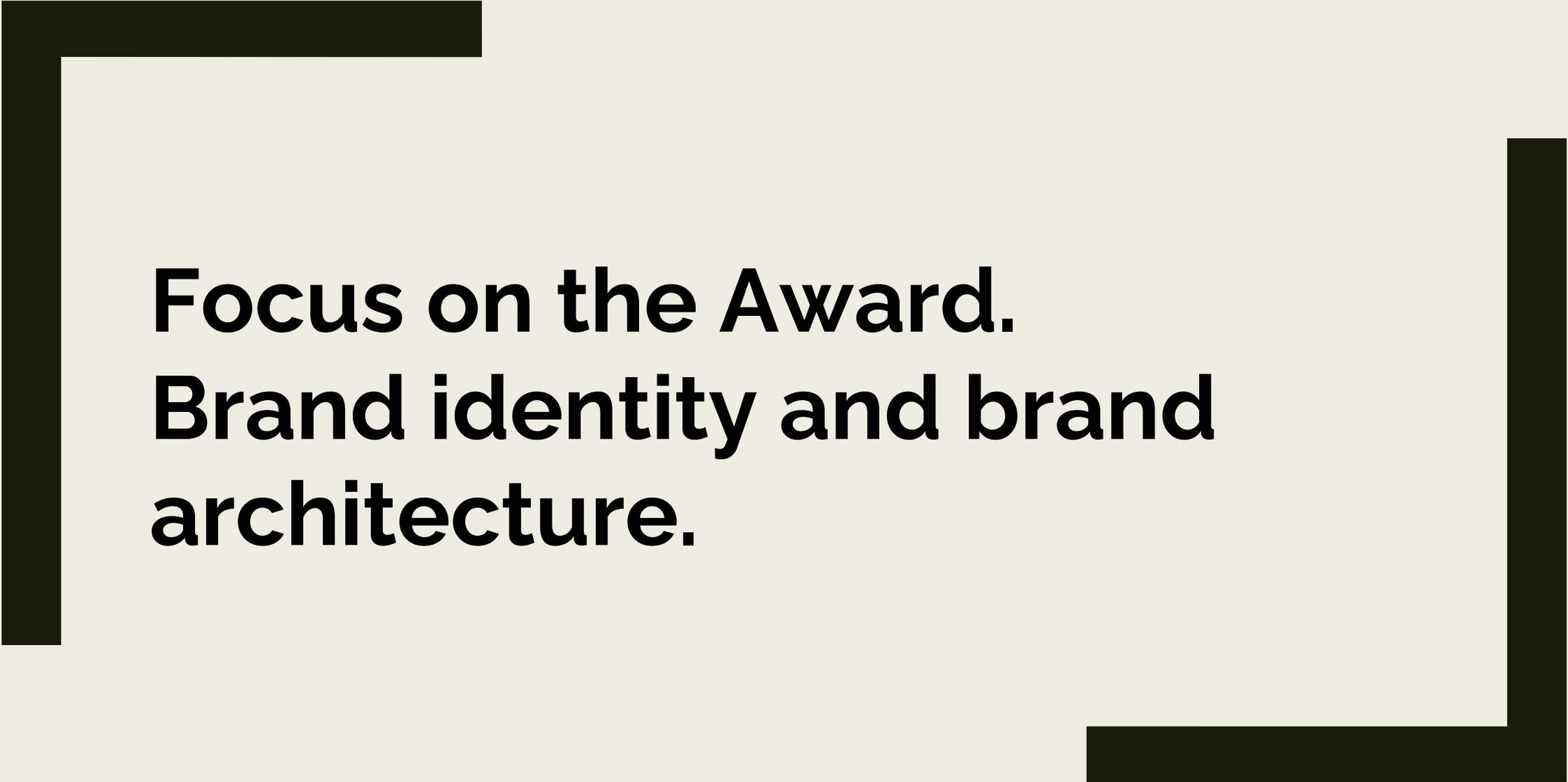
Focus on the Award.
Brand identity and brand architecture.

Brand Architecture. The Coca-Cola Company.
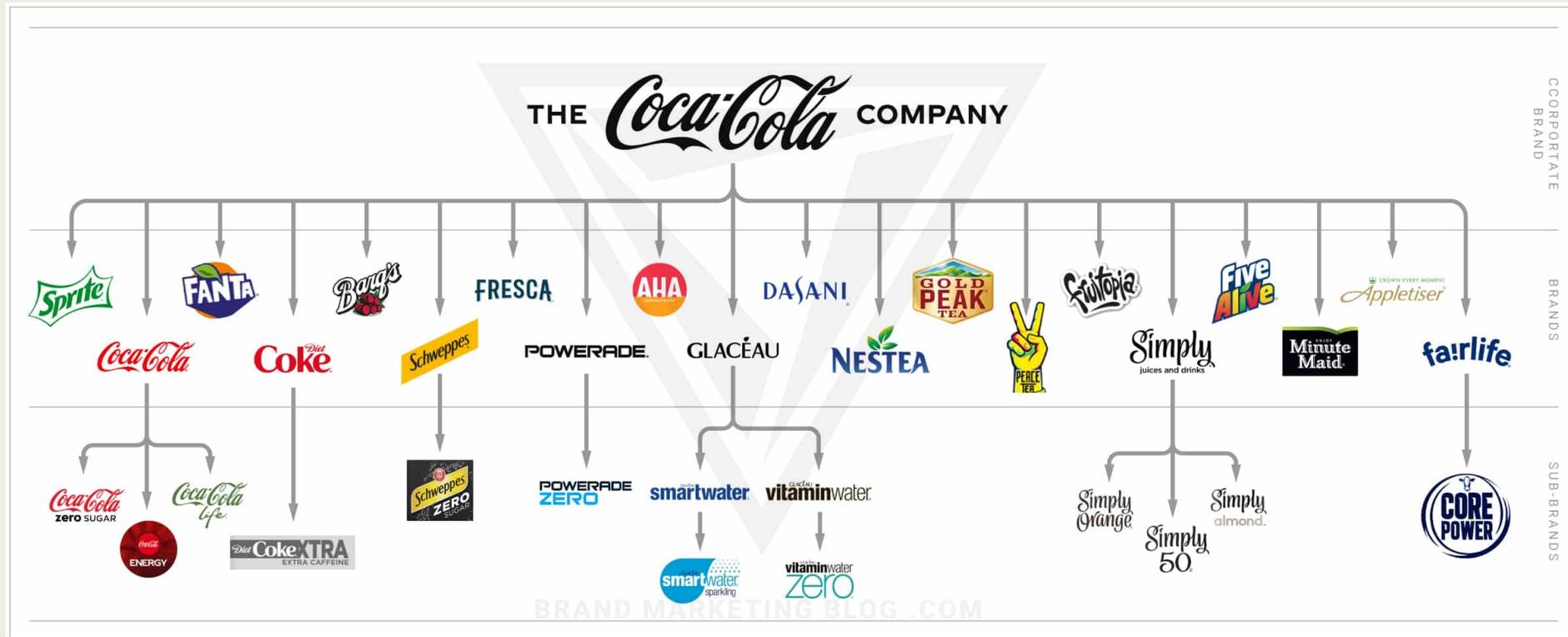
Brand Architecture. Categories.

BRAND ARCHITECTURE

Types of Brand	Organization Brand	Individual Brands
Type 1: *Single brand across organization* Brand	o FedEx o Leading delivery service	o Ralph Lauren o Leading fashion company
Type 2: *Endorsed brands* Neste	o Virgin o Leading network provider	o Polo o Leading clothes brand
Type 3: *House of brands* Brand	o Marriot o Luxury hotels network	o Dove o Notable cosmetics brand

Why Brand Architechture is important?

Brand architecture **defines the role of each brand and serves as a guideline** for the interrelationships among brands in the organization.

When considering adding a new brand or product, it is critical to understand what its place will be within the organization.

Imagine your organization as a house:
Where will your brands fit within the architecture of the house?
What role will each brand play?
What will be its relationship to other brands, if any?

Why is it important?

- **Greater clarity in the marketplace:** Building a brand architecture helps people understand your organization and brands the way you want them to. You will achieve clarity of product offerings for all stakeholders, including consumers and employees.
- **Increased revenue through cross-selling:** A well-defined framework allows brands to feed off each other with attractive products and value propositions that appeal to a range of audiences. If a company can deliver a positive brand experience, it offers many opportunities to its connected partners within the brand portfolio.
- **Increased brand equity:** All brands that serve a specific niche end up driving growth and positively promoting the parent company. As a result, the parent company has a greater ability to generate new revenue, expand its customer base, and increase the value of the entire organization (brand equity).
- **Improved corporate culture:** Employees understand their brand's place in the big picture and feel more included. The brand architecture thus creates a sense of belonging.
- **Reduced overall brand damage:** Threats to a brand image do not necessarily have a direct negative impact on the parent company's brand image. Depending on the brand architecture model chosen, the damage may be contained and not spread to the entire organization.
- **More effective change management:** Responding to external influences, all brands must adapt and change over time. A clear system can help manage the process, ensuring that necessary changes are implemented effectively and efficiently.

Branded House

Within this type of architecture, the organization is the master brand. The master brand owns several sub-brands that may feature the master brand name or logo, together with variations that include the product name or a service description.

House of Brands Architecture

In the House of Brands brand architecture model, an organization owns a collection of distinct brands under a parent brand that people might or might not be aware of.

# Hybrid Brand Architecture

A Hybrid Brand Architecture mixes elements of both the Branded House and House of Brands models to give each sub-brand maximum advantage, either through endorsement or independence.

Brand Identity. Kapferer's Prism
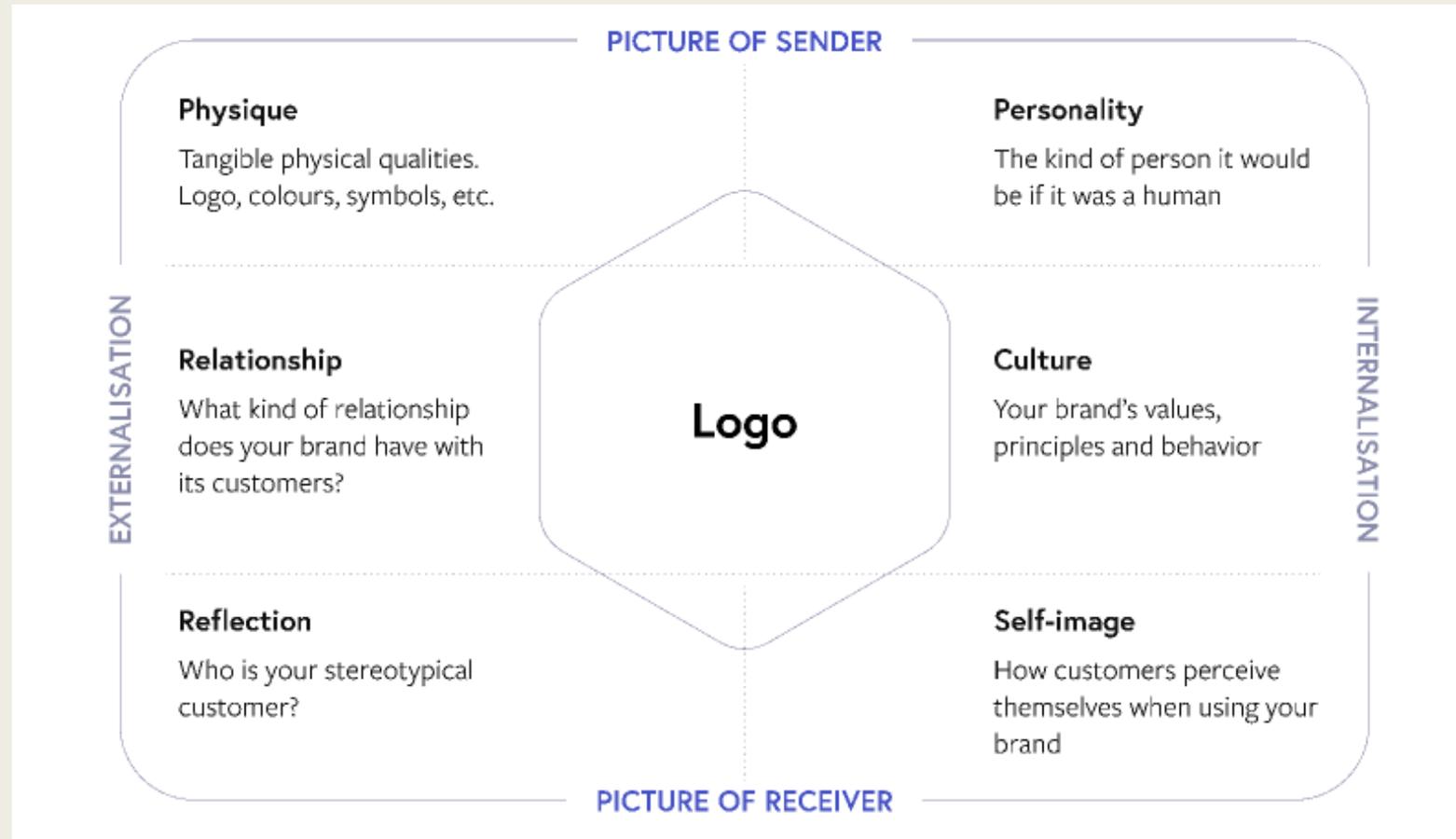
Brand Identity. L'Oreal Paris example.

BRAND IDENTITY PRISM

PICTURE OF SENDER

Physique
Women skincare dedicated to all the women.

Personality
Very beautiful and attractive women with sex appeal.

Relationship
Women strongly trust L'Oreal: they use their products as beauty partners.

Culture
Excellence, beauty, innovation, expertise.

Reflection
I can benefit from the expertise and experience of the worldwide leader of skincare at an affordable price.

Self-Image
Thanks to L'Oreal I'm a beautiful, independent and powerful woman. I'm worth it and I want people to see it.

EXTERNALIZATION

INTERNALIZATION

L'ORÉAL PARiS

PICTURE OF RECEIVER

The Brand as a Person. The Brand Identity, Kapferer's Prism.
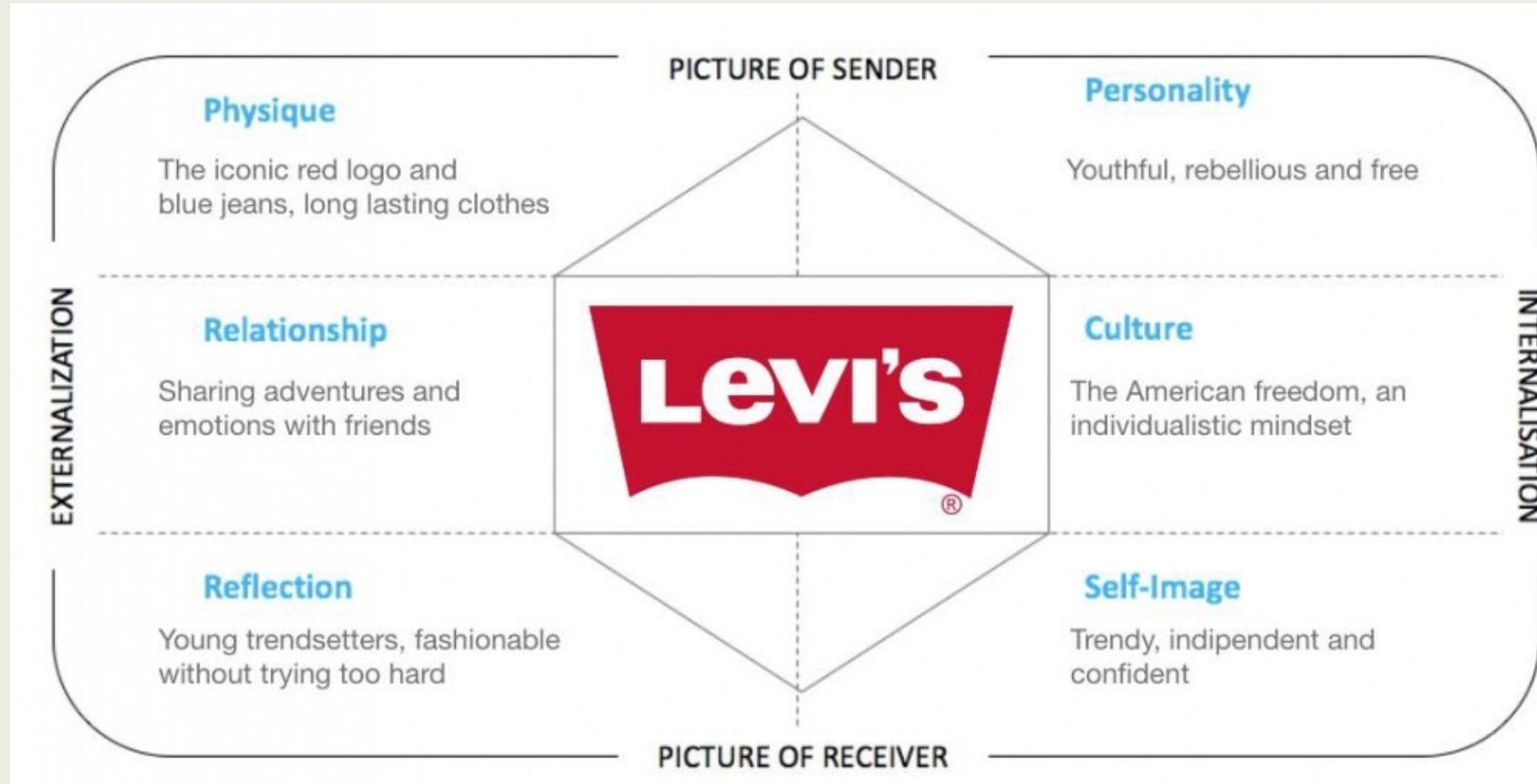
Thanks

To email me:
nicola.leone@uniroma2.it