



# HOW TO WRITE A MARKETING PLAN

## WHAT IS A MARKETING PLAN?

A marketing plan is a specific type of report that describes your advertising and marketing efforts for a set period. It may be also be included as part of a company's business plan.

Like any report it makes use of headings, sub-headings, dot points and graphs to present the information,



stories

## PARTS OF A MARKETING PLAN

A basic plan should contain the following sections:

- Title page
- Contents page
- Summary of market position
- Current market
- The product
- Target market
- Marketing goals
- Marketing strategy
- Bibliography

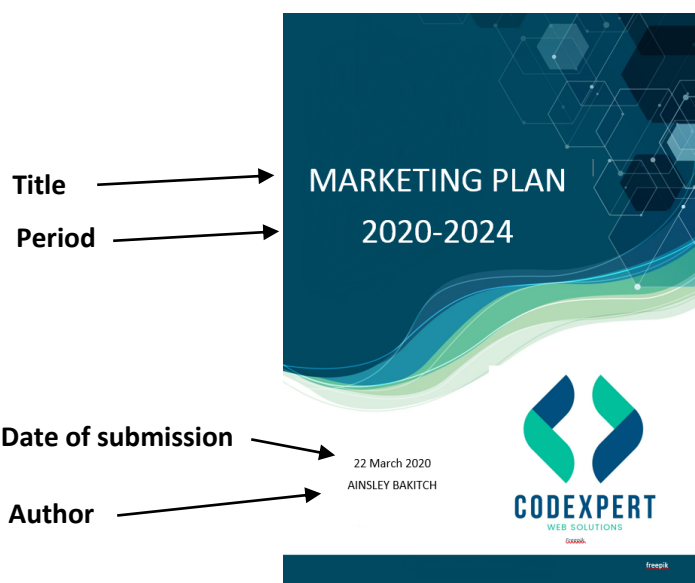
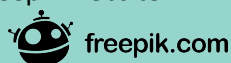
### TITLE PAGE

The first page of your plan should be the title page. It needs to include:

- The title
- The period the document covers
- The author of the report
- The date of submission

You can put the information anywhere on the page.

The design is optional, but this design comes from the freepik website.





# HOW TO WRITE A MARKETING PLAN

The rest of the report should look like this.

## Contents

This should be completed last. Make sure all sections are mentioned.

### Contents

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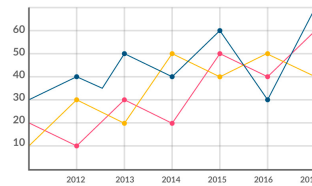
## Summary of market position

What does your industry look like and are there any statistics that might be useful?

### Summary of market position

Secondly, the students feel there isn't anywhere they can go with their friends. Let us go straight to the point. The student union needs major refurbishment. The students feel it increasingly difficult to cater to the need of modernisation. Unsurprisingly, the union is very quiet at peak times in the college day.

Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.



## Current market

You need to include sections on:

- Physical factors
- Economic factors
- Cultural factors
- Technological factors

Make sure each section has a clear heading.

### Current market

#### Physical factors

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#### Economic factors

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#### Cultural factors

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#### Technological factors

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# HOW TO WRITE A MARKETING PLAN

## The product

Describe your product or service and, if possible, include your unique selling position (USP).

Then look at your competitors so you're aware of what products and services they offer and even their sales strategy.

With your S.W.O.T. analysis, Freepik has professional templates you can use.



## The product

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### Competitor - People

Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay 10 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.

### Competitor - Product

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### S.W.O.T.

# 01

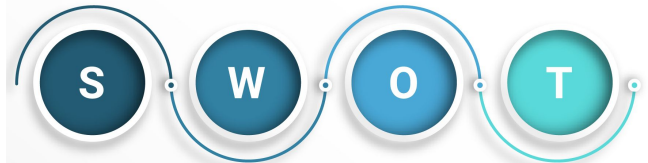
#### Strengths

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# 03

#### Opportunities

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# 02

#### Weaknesses

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# 04

#### Threats

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## Target market

This is where you define who is your primary customer.

## Target market

### Demographic & psychographic analysis

Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay 10 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.

### Geographic analysis

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# HOW TO WRITE A MARKETING PLAN

## Marketing goals

In this section you outline what you are trying to achieve in your business.

Your goals should be:

**S** - Specific

**M** - Measurable

**A** - Achievable

**R** - Relevant

**T** – Time-based



## Marketing goals

Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.

## Marketing strategy

These are the strategies you will use to help achieve your goals.



## Marketing strategy

Product	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.
Price	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.
Promotion	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.
Place	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.
People	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.
Process	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.
Physical	Thirdly, parking is causing major dissatisfaction from the students. Four out of five students have to pay £5 to park in a near-by hotel. There are some free parking spaces but these are all taken up by staff. The major consensus from the students is that this is unfair, demotivating and expensive.

## Bibliography

Use Citefast to help produce your bibliography or speak to one of the Teacher Librarians.



## Bibliography

Austin, Bruce A. (1985) "History of an Art Film Audience". *Journal of Communication*, v. 35, n. 1, pp. 74-87.

Bordwell, David (1985) *Narrative in the Fiction Film*. London: Routledge.

Effraïm, Shoshie (2005) *Popular Cinema of Europe: Studies of Text, Context and Frameworks*. London and New York: Continuum.

Thompson, Thomas (1986) "Shooting on a Shore: The European Art Movie". *Sign and Sound*, v. 4, n. 4, pp. 22-27.