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GreenBizz: Marketing Plan

Now that you have profiled your customers and have a stronger understanding of who and where they are, the next step in the marketing process is to develop a *marketing plan* which outlines the specific actions you intend to take to expose your target customers in your product. It also outlines how you intend to persuade them to buy your product, including identifying your *value proposition* and discussing your pricing strategies.

A marketing plan addresses the 4 P's of Marketing. Those 4 P's are as follows:

Product: Describe the product you are providing to the customer. Include:

- a *complete* discussion of the features and functions of your product or service.
- the value proposition - the unique added value a company offers customers through their products and operations that they cannot get elsewhere.
- describe any services that go with your product, such as warranties and technical support.

Price: Determine a price for your product. Make sure you take into account your costs and profit margins. Additionally, discuss what if any discounts, financing and other pricing options you will offer. This section will necessarily be in progress because we have not done official manufacturing and production costs for your products yet. However, it is essential that we have a strong idea of what you believe is appropriate pricing for your product. (Note: if your product is a commodity, you should be prepared to provide a history of pricing for your commodity.)

Placement: Describe your distribution channels. How and where will your target customer buy and receive your product?

Promotion: Describe how will you persuade your target customer to buy your product. What are your messages you need consumers to hear? What are the best ways to reach your target customers? You need to explain the rationale for your decisions. You need to consider:

Television/Radio – Where? When?

Print Advertisements – Where?

Partners

In Store

Mailing

Other forms