

Marketing Plan

This is a sample marketing plan for A Cut Above, a retail meat market featuring local, superior products. It comes from the University of Tennessee Center for Profitable Agriculture.

A Cut Above — Summary of Planned Promotional Activities

	Year #1	Year #2	Year #3
Month #1	Grand opening celebration Local feature articles on the farm page of one newspaper Activate 1-800 number	Begin frequent buyer program Direct mail campaign	Sampling campaign
Month #2	Daily radio ads on two stations & two print ads per week in one newspaper for the month	Local feature articles	Local feature articles
Month #3	In-store promotions with point-of-purchase displays	Local recipe contest	Host annual festival
Month #4	Host Chamber Coffee	Host Chamber Coffee	Host Chamber Coffee
Month #5	Target local media for free publicity by submitting news leads	Target local media for free publicity	Target local media for free publicity
Month #6	Implement a sampling campaign at retail store	Sampling campaign	Sampling campaign
Month #7	Host media day	Host media day	Host media day
Month #8	Coupon campaign through newspaper, radio, direct mail & flyers	Coupon campaign	Coupon campaign
Month #9	Unveil web page and distribute magnets & pencils with printed web site address	Barbeque promotions	Barbeque promotions
Month #10	Barbeque promotions	Pork promotions	Pork promotions
Month #11	Pork promotions	Host Open House	Host Open House
Month #12	Seasonal features	Seasonal features	Seasonal features

A Cut Above — Estimated Marketing Budget (Three Years)

	Year #1	Year #2	Year #3
Initial Marketing (Includes market research, surveying and initial advertising & promotion tools)	\$9,500	\$3,000	\$3,000
Month #1	\$1,200	\$80	\$200
Month #2	\$800	\$100	\$100
Month #3	\$400	\$350	\$1,000
Month #4	\$350	\$350	\$350
Month #5	\$80	\$80	\$80
Month #6	\$150	\$200	\$200
Month #7	\$300	\$300	\$300
Month #8	\$600	\$500	\$500
Month #9	\$1,200	\$500	\$500
Month #10	\$500	\$500	\$500
Month #11	\$500	\$500	\$500
Month #12	\$200	\$200	\$200
Total Budget	\$15,780	\$6,660	\$7,430