**VIDEO MARKETING PLAN:**

**Components of a marketing plan: (HIGH LEVEL)**

1. Analyze the market – market conditions, potential customers, competition SITUATION ANALYSIS
2. Strategy - how to position
3. Tactical – product programs, pricing approach, channel design (four Ps of marketing plan)
4. Implementation – who how and when
5. Financial section of the plan – budget, what to expect in terms of future revenue, also includes on how to measure success

Outstanding question here:

Does the financial plan come first, or does the marketing plan comes first?

Create a calendar of when we are writing each section of the plan

It’s best to create revenue goals first and then move on to marketing plan

**Teams involved in a marketing plan:**

1. Finance department – budget dollars, measure results, ROMI (RETURN IN MARKETING INVESTMENT)
2. Marketing research
3. Technical team – create the products and services
4. Design teams – deliver the right experience
5. Sales – front line, lot of insights into customers
6. Manufacturing/operations?
7. External partners (advertising agency, marketing consultant)

Outstanding questions here:

What resources do we have available??

**What to do before start writing the marketing plan:**

1. Market data: how big is it, trends in the market,
2. Market share of the company and other players
3. Competition – products and services they offer
4. Market research – insights about the customer

Sometimes we make assumptions because we don’t have all information. That’s okay. Make sure to include it on the appendix

**Strategy Section**



* Mission, Vision - how the marketing plan is tied to the business goals
* Scope: what side of the business the marketing plan is for

1. **Writing market analysis**

* TAM

1. **Competitor analysis**

* Direct competitor
* Indirect competitor
* Substitute product

Competitive matrix! (size, market share, strengths, weaknesses, value proposition, etc.)

1. **Write a SWOT Analysis**

Strengths, weaknesses, opportunities, threats

(one member of the marketing team writes one sections)

* Draw conclusions from the analysis

1. **Customer analysis**

* Determining who their customers are – create marketing personas
* Create a customer buying process map
  + Need awareness
  + Search for alternatives
  + Evaluate alternatives
  + Purchase and post-purchase behavior

Describe what the customer does in each of those steps

Describe benefits the customer will seek when considering buying products and services in your category (Marketing research team)

1. **Product and service analysis**

* Main features of your product, and the main benefit for the customer for each of the features, order them from highest to lowest
* Identify gaps, are customers looking for something the product does not offer?
* Do the same thing with competitors, do they have any gaps? Does our company equally, better or worse than theirs?
* What feature performs better than competition, and is that of high importance? If you cannot find it, focus on It on our marketing plan

1. Write strategy part

1. **Segmentation** (grouping costumers around a specific benefit that they all see that way we can use our marketing to enhance that feature. We need to pick the best feature from previous analysis)
2. **Targeting:** determining the personas/markets that we would like to focus on
3. **Positioning:** what we say to our target audience to get them to buy from us. Create a VALUE PROPOSITION – why our product is best at delivering that said benefit

**Tactical Section (implementation?)**

* Here we describe the four p’s (product, placement, pricing, promotion)

**Product/Service plan:**

* How the product or service works
  + Design, how it feels to use it, packaging, etc
  + List assets/activities that support product or service (does it require installation, customer training programs, is there a customer service, etc)
  + Be sure to identify parts of the products that come with it (warranty, accessories, etc)

**Pricing section:**

* Price setting and communicating it to the market
* Taking into account the target audience

**Promotion Plan:**

Ways you will tell costumers about your product for them to consider buying them. Since we have value prop, now we need to promote it.

* Who we are promoting to (target audience from the strategy session)
* Include the analysis
* Describe communication approach (digital approaches in our case)
  + Describe what you would like each site to communicate. For example, twitter to announce new features, Facebook includes customers using the product, and Instagram maybe the team supporting the product
  + Include a schedule on when promotion campaigns will run

**Distribution plan:**

How to get the service to your customers

* Number of intermediaries between company and customer, is it direct or via middlemen?
* Breadth, number of outlets of each partner
* Depth, how much of the channel does the company own

**Implementation plan:**

* Decide on communication timeline
* List and invite important people within the company
* Outline program responsibilities
* Show implementation timelines
* Include implementation details
* KPIs for the marketing plan (what measures are we using to measure performance of the marketing plan- target, and a high an low number, the team should decide on threshold)

**Budget and Forecast plan:**

* Decide expenditure and allocate
* Combine all team’s forecasts budget
* Forecast, what do we expect to gain from the project?
  + Revenue
  + Units sold
  + New customers
  + Make sure they are SMART goals

**Next steps**

Find balance between planning and doing. Should be things we do in parallel