

## 200603 M5 | L1 Lab Demand Generation Plan Template

**Exercise 3:** Develop a demand generation plan for the scenario.

Part I: Complete the demand generation plan based on the product concept and additional information provided.

Demand generation plan template	
Planning component	Recommended entries
Marketing objectives	<ul style="list-style-type: none"><li>• Define product marketing campaign objectives</li><li>• Define the demand generation budget and resources required</li></ul>
Current market trends	<ul style="list-style-type: none"><li>• Define the market trends for this product</li></ul>
Primary marketing theme	<ul style="list-style-type: none"><li>• Define demand generation themes based on marketing research and trends</li><li>• Share how you will capture the customer's attention</li></ul>
Target audience	<ul style="list-style-type: none"><li>• Define the market segments you will target</li><li>• Define segments by demographics or regions</li></ul>
Specific programs or tactics	<ul style="list-style-type: none"><li>• Summarize all promotion vehicles or advertising tactics you will use to generate demand</li></ul>
Campaign schedule	<ul style="list-style-type: none"><li>• Summarize demand generation programs and the timeline to implement them</li></ul>
Industry associations and expert engagement	<ul style="list-style-type: none"><li>• Identify organizations and key influencers the campaign will try to engage</li></ul>
Key tracking metrics	<ul style="list-style-type: none"><li>• Share how the campaign's effectiveness will be tracked and measured</li></ul>
Demand generation lead	<ul style="list-style-type: none"><li>• Identify who is assigned to implement the demand generation plan</li></ul>

## Part II: Demand generation plan template

Demand generation plan template	
Planning component	Recommended entries
Marketing objectives	<ul style="list-style-type: none"> <li>• Increase awareness and interest in the Mobile WB-3000 product.</li> <li>• Generate qualified leads for sales conversion.</li> </ul>
Current market trends	<ul style="list-style-type: none"> <li>• Analyze current trends in the whiteboard and collaboration tools market.</li> <li>• Identify growing demand for mobile and collaborative solutions.</li> </ul>
Primary marketing theme	<ul style="list-style-type: none"> <li>• Emphasize the Mobile WB-3000's mobility, real-time collaboration, and competitive pricing.</li> </ul>
Target audience	<ul style="list-style-type: none"> <li>• Educational institutions (teachers, professors, students).</li> <li>• Businesses (teams, project managers, executives).</li> <li>• Government agencies (military, research organizations).</li> </ul>
Specific programs or tactics	<ul style="list-style-type: none"> <li>• Social media campaigns targeting key demographics.</li> <li>• Email marketing campaigns highlighting product features and benefits.</li> <li>• Content marketing (blogs, articles, whitepapers) showcasing use cases and customer testimonials.</li> </ul>
Campaign schedule	<ul style="list-style-type: none"> <li>• Launch social media campaigns one month prior to the official product launch.</li> <li>• Begin email marketing campaigns two weeks before the launch and continue post-launch.</li> <li>• Publish content regularly on the company's website and blog throughout the campaign period.</li> </ul>
Industry associations and expert engagement	<ul style="list-style-type: none"> <li>• Engage with educational, business, and government industry associations to showcase the Mobile WB-3000 at relevant events and conferences.</li> </ul>
Key tracking metrics	<ul style="list-style-type: none"> <li>• Number of Marketing Qualified Leads (MQLs) generated.</li> <li>• Number of Sales Qualified Leads (SQLs) converted.</li> <li>• Cost per Acquisition (CPA).</li> </ul>
Demand generation lead	<ul style="list-style-type: none"> <li>• The Marketing Director will lead the demand generation efforts, overseeing all marketing activities and tracking performance metrics.</li> </ul>