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.

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| Demand generation plan template | |
| Planning component | Recommended entries |
| Marketing objectives | * Define product marketing campaign objectives * Define the demand generation budget and resources required |
| Current market trends | * Define the market trends for this product |
| Primary marketing theme | * Define demand generation themes based on marketing research and trends * Share how you will capture the customer’s attention |
| Target audience | * Define the market segments you will target * Define segments by demographics or regions |
| Specific programs or tactics | * Summarize all promotion vehicles or advertising tactics you will use to generate demand |
| Campaign schedule | * Summarize demand generation programs and the timeline to implement them |
| Industry associations and expert engagement | * Identify organizations and key influencers the campaign will try to engage |
| Key tracking metrics | * Share how the campaign’s effectiveness will be tracked and measured |
| Demand generation lead | * Identify who is assigned to implement the demand generation plan |

Part II: Demand generation plan template

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| Demand generation plan template | |
| Planning component | Recommended entries |
| Marketing objectives | * Increase awareness and interest in the Mobile WB-3000 product. * Generate qualified leads for sales conversion. |
| Current market trends | * Analyze current trends in the whiteboard and collaboration tools market. * Identify growing demand for mobile and collaborative solutions. |
| Primary marketing theme | * Emphasize the Mobile WB-3000's mobility, real-time collaboration, and competitive pricing. |
| Target audience | * Educational institutions (teachers, professors, students). * Businesses (teams, project managers, executives). * Government agencies (military, research organizations). |
| Specific programs or tactics | * Social media campaigns targeting key demographics. * Email marketing campaigns highlighting product features and benefits. * Content marketing (blogs, articles, whitepapers) showcasing use cases and customer testimonials. |
| Campaign schedule | * Launch social media campaigns one month prior to the official product launch. * Begin email marketing campaigns two weeks before the launch and continue post-launch. * Publish content regularly on the company's website and blog throughout the campaign period. |
| Industry associations and expert engagement | * Engage with educational, business, and government industry associations to showcase the Mobile WB-3000 at relevant events and conferences. |
| Key tracking metrics | * Number of Marketing Qualified Leads (MQLs) generated. * Number of Sales Qualified Leads (SQLs) converted. * Cost per Acquisition (CPA). |
| Demand generation lead | * The Marketing Director will lead the demand generation efforts, overseeing all marketing activities and tracking performance metrics. |