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 | |
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| Marketing objectives |  |
| Current market trends |  |
| Primary marketing theme |  |
| Target audience |  |
| Specific programs or tactics |  |
| Campaign schedule |  |
| Industry associations and expert engagement |  |
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| Demand generation lead |  |