

Marketing Plan

Product A

- TV / Radio
 - Media Review
 - Obtain schedules for season/quarter
 - Local a/o National
 - Evaluate households a/o listeners per time
 - Grouped spots
 - Pricing
- Print / Magazine
 - Media Review
 - Obtain schedules for publication
 - Evaluate distribution
 - Pricing per placement page or grouped page
 - Sampling schedule for demo
- Social Media / Guerrilla
 - Twitter
 - Facebook
 - Street Teams
 - Q&A and surveying ability through website, twitter, facebook
 - Others as needed
 - PR Agency?
- Tradeshow
 - Booth Development
 - Available space
 - Functional furniture
 - Collateral – brochures, flyers, background, swag, bags, business cards, T-shirts a/o uniforms
 - Team
 - Logistics & storage
- PR Agency
 - Develop customer voice
 - Common tone
 - Press Releases
 - Sample delivery
 - Press coverage
 - Obtaining swag bag entry to major events
- Collateral
 - Brochures
 - One sheets
 - Catalog of products
 - Outer packaging
 - POP, strip labels, header cards, store packaging
 - Master packs
 - Print ads
- Focus Groups – True forum and guerilla
 - Real world opinion
 - Validate pricing (high-low-spot on)
 - Validate look (overall+color)