

Marketing Plan

[Company]'s marketing strategy is to enhance, promote and support the fact that our products [list your unique features, benefits, established market position/presence].

The overall marketing plan for our product is based on the following fundamentals:

- [] Type of business you want to be in.
- [] Segment of the market[s] you plan to reach.
- [] Distribution channel to be used to reach market segment: retail, jobbers, wholesalers, brokers, door to door, mail order, party plan, etc.
- [] Share of the market we expect to capture versus time.

To prove the value of [product] we can [x].

- [] Show each application.
- [] Demonstrate effects.
- [] Add credibility with scientific reports and studies.

The lack of [product features/benefits] in every day [specific business/professional/manufacturing/shipping/living/household situations] is demonstrated by [x].

- [] Based on studies of [x].
- [] Most of the country [and world] are [describe their situations/circumstances].
- [] Describe why: [they have problems, continue without your products].

Sales Strategy

[x] should be treated as a [long-term/short-term] product.

- [] If more than one, indicate for each long or short-term.
- [] Important! How long before product pays for itself?

As such, the target market segments to focus on are [specific customers]. Because of [product]'s special market characteristics, [seasonal/geographic/etc., as mentioned in your Market Analysis] our sales strategy [includes/incorporates]:

- [] Briefly discuss how your sales strategy will address specific market/environmental conditions].

Positioning

- [] How customers perceive your company and product, relative to competition.
- [] Product/Business/Industry leadership.
- [] Recommended reading: *Positioning* by Al Ries and Jack Trout.
- [] A User Focus Group may provide product information needed to position your product.

Our [product, or similar/competition's product] is seen by the consumer as [customer's perception of your product].

Its unique advantages [technical, quality, performance] can be exploited to arrive at a winning position in the consumer's mind.

In terms of market segmentation advantages, we can use [upscale consumers, ethnic appeal, etc.] to arrive at a winning position here.

Repositioning our [product] as [example: from a cost to an investment, vacation becomes an "escape from civilization," etc.].

To be effective, [other products, services, people] depend on the presence of our [product].

We can reposition our competitors by [x].

- [] What can be said/shown about a competitor's product that will change your customers' minds (about the competitor's product--not yours)?

The resulting Selling Basis for our product, then, is [x].

- [] This is your fundamental strategy for all of the advertising you do.
- [] Test the Unique Selling Basis to make sure that it is:
 - Meaningful
 - Believable
 - Motivating
 - Memorable
 - Simple
 - Logical
 - Unique

Pricing

- [] How do we set prices? Is there a policy?
- [] Is our pricing competitive?
- [] Is there perceived value (it costs more therefore it must be better) inherent in higher prices?
- [] Are prices based on costs--standard markup?
- [] Why are they higher or lower than competing prices?
- [] How elastic (the effect of pricing on demand for product) is the market for these products? How does consumer preferences affect elasticity?
- [] See also Break-Even Analysis under Financial Projections in Chapter 9 of the *BizPlanBuilder* Reference Guide.

The prices for our products are determined first and foremost by [competition, costs, suppliers, manufacturers, package deals].

It is important to know that [sliding scales, volume, regulated, competitive, perceived value], pricing is essential to our market profile.

Compared to the competition, our prices are [x].

- [] List examples of competitive pricing.
- [] Put copies of price comparisons and reports in the Supporting Documents.

Different seasonal aspects of our market affect our pricing because [example: selling seasons].

We feel that our customers will pay \$[x] because [purchasing rationale]

Margin Structure

Retail

- [] Ask friends/customers in retail management about quantities they are likely to buy. What discounts would entice them to order more?

Distributor

- [] Ask regarding quantities their customers are likely to order and their Gross Profit Margins/Percentages.

Manufacturer's Representative

- [] What percentage commissions do they make? Usually between 5 and 20%.

Direct Sales

- ☐ Determine cost of each sale--time and expense involved, package deals.

Discounts

We can take advantage of volume purchases by [x].

- ☐ Volume discount is applicable if scheduled order is placed (For example; 1,200 units ordered for a year=100 units per month.)
- ☐ Are there discounts for paying cash or within [x] days?

Cooperative advertising--manufacturer pays 2-10% of purchases toward your advertising of their product.

We plan to review our pricing and product/service margin every [x] [months].

- ☐ Should a new pricing policy be investigated? Are potential profits being lost?

Current Selling Methods

- ☐ Activities used in selling your product or service
- ☐ Methods to promote product or service: direct calling, telephone, advertising, mail, radio, television, or other
- ☐ Sample brochure or dummy, advertisements, announcements, or other promotional literature should be placed in the Supporting Documents.
- ☐ Margins of safety allowed in sales forecasts.
- ☐ Recommended Reading: *How to Master the Art of Selling*, by Tom Hopkins, International Market Press.
- ☐ See Advertising and Promotion, Selling Tactics, and Distribution sections for detailed action plans.

Marketing Responsibilities

- ☐ Define who will be make these decisions:
 - New business development
 - Dealer support and OEM support
 - Sales-producing tools
 - Corporate graphics standard
 - Brand-name recognition
 - Direct response promotion
 - Telemarketing--scripts/training
 - Product position and identification

Next Steps

Based on the strategic plan, decisions that must be made now include [x].

The information needed to make those decisions is [x].

- Data, research results, etc.

Key decisions to be made in the near term [next six months] are [x].

- Include decisions to be made after six months, but before the next fiscal budgeting process.

The information needed to make both of these decisions with confidence includes [x].

- Primary research projects (topic, time frame, budget).
- Secondary research studies (topic, vendor, time frame, cost).

The most sensible research recommendations are to [x].

- List questions you need immediate answers to.
- Use data collected from a focus group.
- Before proceeding further, review the marketing strategy statements you have made so far against the following tests:
 - Are the strategies consistent with your evaluation of the marketplace and your capabilities?
 - Is the return on marketing investment sufficient to justify the risks? What are the chances of a competitor executing a similar strategy? In that case, what would happen?
 - Are the strategies consistent with the political environment within the company?
 - Have you made sure your strategies are based on facts, and not assumptions?
 - Does the overall strategy leave you critically vulnerable to a shift in market behavior? Are all your eggs in one basket?
 - Is your appraisal of the competition open-minded and honest?
 - Is your strategy legal?
 - Is the success of your strategy based on your ability? What are the chances of failure?

- ☐ Have you thoroughly examined alternative strategies? Do you have a sound, logical rationale for your recommendations?

Distribution Channels

[Company]'s marketing department plans to sell our [product] through several channels.

The determining factors in choosing these channels are [x].

- ☐ Customer profile
- ☐ Geography
- ☐ Seasonal variations
- ☐ Efficient use of funds
- ☐ Feasibility of using channels of similar products already on the market

Key competition uses the same [x] distribution channels. Our mix of distribution channels will give us the advantages of [list advantages] over our competition.

A partial list of [Company]'s major current customer include:

- ☐ List the top 5 to 10 customers.

Our distribution channels include:

Executive Sales

- ☐ This type of selling is usually most appropriate for very expensive products or services [executive jets, yachts and large estates come to mind] where it is important to deal principal to principal when negotiating the sale.

Because our customers tend to be top corporate managers, it is important that our company president and senior managers present our product to our customers.

Direct Sales

The majority of [Company] sales will be handled internally through direct sales by our staff.

[Company] anticipates hiring [x] additional sales representatives to [cover additional territories, retailers, distributors, markets, sell specific products].

- ☐ Include Organizational chart in Supporting Documents.

We have chosen to use a direct sales force because our products require considerable customer education and post-sales support--directly from the company. Our price point, pricing structure and profits are such that our costs of sales warrants "person-to-person" selling strategy.

Manufacturer Representatives

Because manufacturers' representatives carry several product lines that are compatible with ours, we feel that it would be appropriate to select manufacturers representatives carrying [x], and ...[complementary and compatible products--automotive products to parts stores, marine supplies to boat dealerships, etc.].

Also, manufacturers selling [dissimilar products yet appropriate to their customers' customer--publishers selling computer software to bookstores...]

- [] [Contact customers and retailers and ask them whom they would recommend to represent your product. \(Firms and people they respect and use.\)](#)
- [] [See also Advertising and Promotion, Direct Mail to locate appropriate reps for your firm.](#)

Distributors

One of the key elements designed into the [Company] marketing plan is the targeting of our distributors. We will select distribution channels already in existence and staffed with professionals possessing appropriate backgrounds and clientele.

[Company] products are very pertinent to the nature of distributor's business and to the well-being of their customer base. Also, it is significantly less difficult for us to reach these people and educate about the benefits available in using [product].

This strategic marketing approach takes full advantage of the fact that these professionals are already involved with parallel products and services. They already have a track record of experience.

By operating within these distribution channels in this manner, we can maintain control of our market. In addition, we can generate growth at a reasonable pace and obtain excellent sales results.

- [] [Distributors must mark up your prices 15-30% to their retailers. Your sales revenue will have to be reduced in order to allow distributors their profit margin.](#)
- [] [Consider using advertising and direct mail to locate appropriate distributors.](#)

Retailers

- [] What Dealers Want From Manufacturers:
 - Price Point--attractive and reasonable
 - Profit Margin--worthy of sales emphasis
 - Technical Support--accurate and immediate response
 - Quality--design, construction and packaging
 - Advertising and Public Relations--customer awareness and demand
 - Effective Sales Materials--ease and expedite sales process
 - Competitive Advantages--features and benefits
 - Stocking and Delivery--available when needed
 - Market Stability--maintain profit margins and market position

Possible Retail and Wholesale Outlets include:

- [] The SIC Code (Standard Industrial Code) referenced in the table below is available at your library.

Store type	Total	SIC Code
Department Stores	23,275	5311
Garden Supply Stores	16,496	5261B
Hardware Stores	40,140	5251
Giftware Wholesalers	3,524	5199G
Electrical Equipment Wholesaler	41,313	5063
Total	124,748	

- [] Collect mailing list catalogs--look at all the possible outlets for your product or service.
- [] Look in your Telephone Directory's Classified Advertising under Mailing Lists.
- [] Complete the chart above--the list may prove to be a valuable resource for resellers.
- [] List any national or regional chains or independent stores that currently carry could carry your product.

OEMs

With Original Equipment Manufacturers (OEMs) we can incorporate our [product] into their product line by [explain how your product can be included within theirs--they sell your outboards with their boats, your windshield wipers with their cars].

For manufacturers of [their biggest system/product] we can sell [product] as part of their [x].

We can also provide a private-label line as an additional product for [x] distributors.

- ☐ See Joint Marketing Agreements in the Company Overview section, to include in your Marketing Plan.

Direct Response Mail

We will be exploring the benefits of incremental, coordinated direct mail programs in the [example: last two quarters of 19[xx]]. We anticipate a strong profit potential as we strengthen our direct response capabilities. We will be approaching this scientifically, as we improve our customer targeting ability. We propose [example: two 50,000 piece campaigns, each preceded by a 5,000 piece test].

All direct mail activities this year will be directed to our existing customer base. In addition, we will [example: test external lists].

Telemarketing

- ☐ Look in your telephone directory under Direct Mail for mailing houses. Some also handle inquiries, and others provide an 800 number.

We will use an [in-house/contract] telemarketing service to perform the following functions.

Provide outside sales support

- ☐ Literature mailing
- ☐ Follow-up calls
- ☐ Order entry

Respond to inquiries

- ☐ Order entry
- ☐ Literature mailing
- ☐ 800# Order/Support Hotline
- ☐ Marketing research

Generate New Business

- ☐ Contact distributors, retailers, customers.
- ☐ Schedule appointments.

- [] Write a comprehensive telephone script that everyone can use when responding to inquiries.
- [] Carefully address each issue [questions, objections, etc.]
- [] Write out your responses as you would say to them.
- [] Practice with a tape recorder, or call your own answering machine --keep adjusting it until you would.
- [] Distribution opportunities.
- [] If available, include a chart of CDI/BDI (Category Development Indices/Brand Development Index) performance.
- [] What is our ACV (All Commodity Volume) distribution? The competition's?

International Market

- [] It is important to consider your worldwide opportunities from the start.
- [] List target countries in order of priority
 - Rationale
 - Language
 - Usage of product
- [] See Advertising and Promotion, Selling Tactics, and Distribution sections for detailed plans of action.

Method

The primary means of distribution will be [x].

- [] How your products are (can be) distributed.
- [] Make a chart to show how they get to the end-user consumer.

Additional channels planned are [x]. An important advantage to these alternate channels is flexibility.

By using more than one method, [Company] will have more control and also more to respond to special needs and circumstances.

Other features of our secondary channels are low cost, quick start-up, increased capacity.

Coverage

Regional target areas are [where you will begin sales].

Reports indicate that these areas generate the highest level of consumer interest.

Because our distribution network is [already set up or in use, easy to implement, cost-efficient, etc.] we can enjoy [national/international] delivery immediately.

This, in turn, will reduce shipping time and increase customer satisfaction.

To date, [many of, [x] of, none of] our competitors are able to achieve this.

Product Roll-out Program

We have selected from [x] key market areas.

[] [Areas based on proximity--easy to sell into, contact, deliver to, have customers come to.](#)

Manufacturers' Representatives we have chosen are:

Name	Territory	Type
[ABC Sales]	[Western U.S.A.]	[Marine Supplies]

Distributors we have chosen are:

Name	Customer Base	Type
[DEF Distribution]	[4,500]	[Sailboat Dealers]

Retailers we have chosen are:

Name	Number of Outlets	Type
[GHI Stores]	[31, So. California]	[Sailboat Dealer]

There are [x] number of dealers in each region.

[] [See Advertising and Promotion section under Direct Mail for ideas on locating dealers, wholesalers.](#)

[] [List regions in order of roll-out sequence.](#)

[] [List key distributors, retailers, etc. in each as top priority.](#)

Trade Incentives

[] [Allowances, Co-op Accruals, Warehouse Flushing Promotions, etc.](#)

Customer Service

Our customers emphasize that service and support is one of their major concerns. They are constantly impressed with the support we provide. Hot-line service is currently available to all customers enrolled in a maintenance/support program.

We intend to provide free pickup and delivery for customers in the [x] areas by using [our own trucks/couriers]. The purpose for this service is to assure customer satisfaction and loyalty allowing us to increase sales as well as maintaining a high profile within our service area.

Another service to add value is to provide warehousing of customer inventory. This allows us to book larger orders and provide faster order response.

Support to manufacturers' representatives will allow them to perform efficiently as a sales force. We intend to treat the manufacturers' representatives as an extension of the [Company] direct sales force, and they will be given the same support as the [Company] internal sales staff.

Technical backup to OEM support groups is currently supplemented by [Company]. The OEM staffs respond to the needs of their customers, and when they encounter a support issue that requires more information, they may direct their customer to [Company] or they may contact [Company] to obtain the necessary information.

Technical support to marketing and sales functions will be strengthened. Pre- and post-sales situations involving the application, presentation, and demonstration of [products] will be supported by [staff].

Returns and Adjustments Policy

At this time, general trade customs for handling returns are [describe how returns are generally handled]. We will use the following policies:

"If for some reason [x] is not right for your business you may return it for a full refund within 30 days of receipt of product. You must call [enter phone number] for a Return Authorization number [RA#]. Refunds are made only on the price of the package plus applicable taxes and do NOT include shipping costs."

"Credit card refunds are credited to your account and cash/check payments are refunded within 30 days of receipt of returned merchandise in good condition with RA#."

We intend to [follow/depart from] industry custom by implementing a returns and adjustments policy whereby [explain your plan and how it will work]. Our reasons for [following/departing from] customary procedures are [give reasons--advantages, benefits for you and your customers].

Advertising and Promotion

- [] Tools and methods to increase our customers' awareness of our product(s).
- [] Your purpose: Enhance, promote, and support the fact that your products perform better
- [] Remember: Advertising and promotion is an investment, not a cost.
- [] Recommended reading: *Ogilvy On Advertising*, by David Ogilvy.

[Company] recognizes the key to success at this time requires extensive promotion. This must be done aggressively on a wide scale. To accomplish our sales goals, we require an extremely capable advertising agency and public relations firm. [Company] [plans to advertise/advertise in major trade magazines] such as [x]. Upon funding, an agency shall be selected and, with their assistance, a comprehensive advertising and promotion plan will be drafted. Advertising will be done independently and cooperatively with Distributors, OEM's, retailers and companies with whom [Company] has joint marketing/sales relationships.

Objectives

Position [Company] as the leading [maker, servicer] in the market.

Increase company awareness and brand name recognition among business managers and [x] retailers, buyers, customers.

Generate qualified sales leads and potential new distributors for field sales organization.

Develop, through market research, significant information to create immediate and long-term marketing plans.

Create product advertising programs supporting the [better taste, lower fat, more fun] position.

Coordinate sales literature, demonstration materials, telemarketing programs, and direct response promotions in order to [x].

- [] Describe how your advertising/promotion objectives fit together to maximize the impact of your overall promotional campaign.

Media Objectives

Gain awareness of company among industry groups, engineers, buyers, and customers and owners.

Establish an image of [Company] as a organization that is professional, completely reliable, and highly positioned in the market.

Maximize efficiency in selection and scheduling of published ads in publications to cover [x] and [x] markets.

Media Strategy

Select primary business publications with high specific market penetration.

Schedule adequate frequency of ads to impact market with corporate image and product messages.

Where possible, position advertising in or near [articles on industry, product reviews, front cover, center spread] and appropriate editorials.

Utilize U.S. editions of [consumer, trade, specialty publications].

Take advantage of special high-interest issues of major publications when possible.

Maximize ad life with monthly and weekly publications.

To get the most out of our promotional budget, our media coverage will be to focus on a [x] audience.

[] [Recap your customer profile from the Market Analysis section.](#)

[] [Select specific a group that buys your product or service.](#)

We will develop an advertising campaign built around [product innovation, high-performance, competitive advantages], beginning with a "who we are" statement and supporting it with ads that reinforce the [x] message. Additionally, we will develop a consistent reach and frequency throughout the year.

Due to the nature of our product, it is necessary to run [full-page 4-color ads/only 1/4 page B&W ads].

Advertising Campaign

The best way to reach our potential customers is to develop an intense advertising campaign promoting our basic premise--[your selling basis, theme, position in market]".

To maintain/establish our [x] company image, the delivery and tone of our statements will be [understated elegance, hard driving excitement, excellence, glamour, reality, slice-of-life].

Ads will convey the look and feel of a [describe your image] company.

Research indicates that [direct mail, direct response, TV, radio] type of advertising has not yet been used by any of our competitors.

The consumer mindset, as described in Marketing Strategies is [x].

[] See also Customer section.

Ideally, after becoming familiar with our product, the consumer will [x].

[] Specify actual consumer action--call our toll-free 800 number and place their order using their credit card, call for a brochure, attend our tradeshow booth, etc.

[] Being specific here will set the stage for developing appropriate ads.

To eliminate the biggest objections to immediate action, our advertisements must address [known/anticipated objections, difficulties with product acceptance, how to own/use product immediately].

Because [product] is so [innovative/unique/etc.], it is important to develop a promotional campaign that is consistent and easy to understand.

Accordingly, [Company] has created a system of research and response to insure the maximum benefit from advertising dollars.

[] Develop an ad history: One way to measure publication effectiveness is to count the number of responses/inquiries and/or purchases per 1,000 readers [paid circulation]--given a particular ad. Vary your ads (size, message, etc.) and measure the differences. Now you can calculate the number of responses per your investment in advertising.

Preliminary Media Schedule

	Circulation	Budget	Ad Size
[Magazine, TV, Radio]	50,000	\$1,500	1/4 Page
[x]	450,000	\$4,400	1/2 Page
Total	500,000	\$5,900	3/4 page

Anticipated Response [ex: 1/1,000] 500 responses at \$11.80 each.

- [] List publications.
- [] Editorial dates--when they will run special issues. (Special Issue: Office Automation, etc.) that will enhance your ads.
- [] Obtain a copy of Standard Rate and Data Sheet.

We expect to achieve a reach of [total circulation/audience], and to maintain that for a period of at least [months].

Due to the [seasonal, geographical, etc.] nature of our audience, we plan to [how you will counter these issues].

In regard to competitor's advertising, it is necessary to [x].

- [] Explain how your message will contrast with theirs.
- [] What if they run similar ads?

Promotion

In addition to standard advertising practices, we will gain considerable recognition through [x].

- [] Trade programs (trade advertising for product)
- [] Press releases (if product is justifiably new and innovative).
- [] Include budget and rationale.
- [] See also Public Relations section.

[Product] has already been installed at [companies, customers, stores, government agencies]. Our products will be placed/offered in additional [x]'s at substantial discounts.

The number of trade shows attended will be increased from [x] to [x] each year. These shows will be attended independently and with companies with which [Company] has joint marketing/sales or OEM agreements.

Reports and papers will be published for trade journals and technical conferences.

[Product] will be displayed as a service in a [retail store, manufacturing, professional] environment--a showcase for [Company]'s products and an ongoing [test, market test, product development, promotional] environment.

Consumer will be encourage to [call 800#, clip the coupon, come to store, call for a demo].

Incentives

- [] Describe any activities or plans you have in this area.
- [] Consider the appropriate use of advertising specialties like coffee mugs, t-shirts, imprinted gifts and gadgets.
- [] Look in your Telephone Directory's Classifieds under Advertising Specialties and request some catalogs for ideas.

Direct Mail

- [] Describe any activities or plans you have in this area.
- [] Go to your local Post Office and request copies of *The Mailer's Guide*. It contains abridged information on bulk mailing permits, mail classification items, customer service programs, and useful information.
- [] Collect mailing list catalogs--look at all the possible outlets for your product.
- [] Look in your Telephone Directory's Classified Advertising under Mailing Lists.

In addition to using direct mail to distribute our products, we will exercise our direct customer communications through [example: product upgrades, information updates], and [example: the creation of a quarterly newsletter]. The direct mail objective is fully for profit.

List Management

Given the growing potential of [example: channel alternatives to the retail store], we are building our capabilities in database marketing. We have brought our customer list in house for this first phase, as we develop our database sophistication. Our registration cards and periodic customer surveys will help us understand our customer, and measure the success of our marketing, sales and product activities. Profile overlays or other lists that we buy will fill in our awareness gaps. This in-house presence will provide our sales and tech support teams with tools that streamline their operations, while they update our customer knowledge on a daily basis. We plan to develop [a customer information system] that will aid sound will help us make sound decisions by providing historical answers to the marketing questions we pose.

Corporate Capabilities Brochure

To portray [Company] as the leading supplier of state-of-the-art dynamic [x] we have developed a company brochure included in Supporting Documents.

- Recommended contents for brochure noted above.

Introduction/background

- Importantly, a distinction between the "new" [x] and other products.
- Statement of business philosophy.
- Statement on technology and list of "firsts."

Facilities

- A photographic tour.

Company Profile

- Sales--portray full selling team, including Representatives and Distributors as a savvy, dedicated support group with one overriding mission: customer satisfaction.
- Marketing--emphasize expertise and drive of marketing team in their role of market research, product development, new product management, etc., providing improved product ideas to the user.

High-Tech Companies

- Manufacturing--In-depth view of sophisticated manufacturing with special emphasis on performance, inspection, advanced methods, capacity.
- Technical Support/Quality Assurance--Portray the QA and technical support staff as highly competent and dedicated group of individuals concerned with customer satisfaction, and with elimination and/or improvement of substandard (x)'s.
- Product Development--Present super high-tech image of the R&D group and their facilities. State-of-the-art image is critical. Product innovation use is critical. Use photos of "secret" products undergoing tests, etc.

Sales Support Collateral Materials

[Company] has developed a variety of collateral materials to support our sales efforts. These items include: [list]

Sell [Product]

- Audio/Video Introductory Tape
- News Releases--List appropriate ones.
- Brochures

Attract and Support Distributors

- [] Letter of Introduction
- [] Business Plan--Brief outline describing objectives, strategy, tactics to align resellers with you.
- [] Questions and Answers--Address common questions.
- [] Some Ideas--Other thoughts to be planted in reseller's minds--align their thinking with yours (collect their input from successful experiences).
- [] Samples of these materials are included in the Supporting Documents.

Help Distributors Sell [x]

- [] Presentation Binder
- [] Data Sheets, Price Lists

Advertising Budget

For the next [months/years] advertising and promotion will require \$[figure about 10 to 20% of sales the first year]. On an ongoing basis we will budget our advertising investment as [x]% of total sales.

This figure is necessary because of [the specific goals you must meet].

- [] What is the optimum spending level for advertising and promotion?
- [] How does this compare with industry averages?

Our Spending vs. Industry Average

Advertising

Sales Promotion

Trade

Consumer

Other [specify]

Compared to industry average we are investing [more/less] in [Trade, Consumer, etc.] promotion because [x].

- [] Do the "heavy spenders" perform better?

- What are your conclusions on spending for advertising in this category?

Outside Advertising Suppliers

- Include some of the following references:
 - Advertising Agency
 - Public Relations Agency
 - Direct Mail
 - Mailing House
 - Direct Response Firm
 - Fulfillment House
 - Graphic Designer
 - Display Designer
 - Packaging Supplier
 - Demonstrations--Guides, Literature
 - Market Research Focus Groups
 - Sales Literature, Tools
 - Marketing/Planning Consultant
 - Premiums Suppliers
 - Telemarketers
 - Direct Response Advertising Firm
 - Printers

Public Relations

- This section can assist tremendously as you prepare to introduce your venture to its various public segments.
- See also *Publicity Builder* described in the back of the *BizPlan Builder* manual.

Our publicity efforts are intended to accomplish the following:

Position [Company] at the leading edge in providing [product for industry or market segment].

Increase [Company] reputation and name/brand recognition among managers/buyers/customers in [prospective companies/industries/markets].

Communicate on a regular basis with three target publics:

- Editors of major trade, business and local publications
- Key management personnel in the existing customer companies
- Organization of employees and sales representatives

Publicity Strategy

During 19[xx] [Company] will focus on the following publicity strategies:

Develop a sustained public relations effort, with ongoing contact between key editors and top-level personnel.

Develop a regular and consistent product update program for the major target media, keeping key editors abreast of [x] enhancements and [x] new product introductions.

Develop an internal newsletter that can cover key sales successes, significant marketing and manufacturing events, technical support and product development stories. Internally, the newsletter would be targeted at all company personnel and sales representatives; externally the piece would be targeted at key customers and prospects.

Develop a minimum of four technical articles written by key executives or engineers to be placed in [list publications] within the next [x] months.

Establish contact with editorial staff for the purpose of being included in product "round-ups"--product comparisons in [publications such as Consumer Reports], where competing products are compared. This exposure builds credibility and market acceptance.

[] [See *Bacon's Publicity Checker* at your local library for a directory of publications and editors who cover your industry.](#)

Produce a complete company backgrounder on [Company] to be used as the primary public relations tool for all target media editorial contact. This will also be effective for inclusion in press kits, dealer kits and sales packages. The backgrounder would include sections on the following broad subjects:

[] [Overview of the Market: size; characteristics.](#)

[] [The Market in 19\(xx\), present and future.](#)

[] [The Company
History
Management Philosophy
Brief sketches of Top Executives](#)

[] [The Products
Market Niches](#)

Major Sales Announcement

Major contract agreements representing sales volumes of over \$[x] will be written up and released to selected media as soon as practical after the signing of papers. Ideally, these will be joint announcements. Concurrently, a shortened

version of the release will be mailed to all internal and external sales organizations.

Press Release

[Company] [is developing/will develop] a series of press releases on the entire [product line/service area]. Prepare press releases for each new product introduction, technical development, participation in a major event, [awards/recognition] for [product/personnel excellence/performance, etc.].

[] [Include an 8x10 black-and-white glossy photo of your product or of an interesting demo of your service--editors are likely to pick up your news release sooner with a photo.](#)

Editorial Visitation

Over the next [x] months we will [host/invite] the most influential reporters and editors from [publication and/or broadcast media names] for a visit to [Company]. During the visit, each of the editors would receive a complete facility tour, product briefing, and an opportunity to interview the chairman, president, product designer and marketing manager. If logistics or timing is a problem with the interviews, then these could possibly be arranged at the major trade shows.

Trade Show

[Company] has participates in three kinds of trade shows: 1) [x], 2) [x] and 3) [x]. In the past, we have concentrated on shows geared to [x]. Now that [x], it's time to expand our horizons to shows that [x].

In [19xx], instead of [x], [Company] will concentrate on [x]. In deciding on the [Company] plan for trade shows, the following factors have been taken into consideration:

Target audience of the show--[will this get the message to our target market].

Geographic location--[a good mix of shows around the country].

Time frame--[preferably no more than one show a month].

Past experience--[if any with the show].

Participation in someone else's booth.

Keep our 'influencer' shows going.

Based on the above considerations, these shows have been chosen for [19xx]:

[x]

[x]

Internal/External Newsletter

We [currently/plan to] produce [a four-page, black-and-white, 2-color/4-color] newsletter to serve as an informational piece for internal personnel, the sales force, and key customers. It includes sections covering each major department or organization within [Company] and a message from the executive staff. It also highlights major developments, such as [key sales stories, successful customer applications/uses/installations, significant marketing events, and product development news].

Publicity Revenues

We anticipate at least \$[x] of sales will be generated directly from our publicity, and possibly and additional \$[x] of indirect increase in sales throughout our various channels.