



Marketing Plan

Collection of 20 + Power Point Templates

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Key elements of product marketing plan

This slide shows main factors which can be used by organizations while developing marketing plan. These key elements includes current market position, pricing and packaging, promotion plan and customer response.



Current Market Position

01



- Conduct market research and competitive analysis
- Identify market gaps
- Collect buying data of customers
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Pricing and Packaging

02



- Product revenue goals – 3MM
- Formulate pricing strategy
- Create good packaging design to attract customers
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Promotion Plan

03



- Develop product website
- Arrange material for sales staff
- Use social media and email marketing
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Customer Response

04



- Collect customers feedback using online survey form
- Appoint people to provide customer support
- Continuously track sales and revenue
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Strategies to develop marketing plan for product

This slide shows strategies which can be used by the companies to formulate marketing plan for existing and new product. It includes various strategies such as market penetration strategy, market development strategy, product development, etc.

Existing Products

New Products

Existing Markets



Market Penetration Strategy

- Convert prospects into customers
- Gain competitor's customers by providing better product
- Make more sale to existing customers
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Product Development Strategy

- Launch new product with exclusive and unique features
- Provide high quality product
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New Markets



Market Development Strategy

- Use new distribution channels
- Sell product in new regions
- Sell products in new market segments
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- Add text here

Diversification Strategy

- Focus on organic growth
- Launch product through joint venture
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Marketing plan to launch new product

This slide shows marketing plan which can be used by organizations to launch new product in the market. It includes capability assessment, market assessment, marketing strategy, operational plan, etc.



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Marketing plan to promote new product

This slide shows promotional plan which can be used by marketing departments for new product launch in the market. It includes marketing communication, lead generation, internal communication and product demo.



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Steps to formulate content marketing plan

This slide shows eight steps which can be used to develop content marketing plan. It includes steps such as set goals, identify target audience, research competitors, keywords research, etc.



1. Set Goals

- o Sales target – 5MM
- o Increase website traffic BY 28%
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- o Add text here
- o Add text here



2. Identify Target Audience

- o Identify customer persona
- o Demographics of age, gender, and income
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- o Add text here



3. Research Competitors

- o Records data about meal
- o Conduct research on marketing strategies used by competitors
- o Identify pricing strategy of competitors
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4. Keyword Research

- o Investigate search volume for relevant keywords
- o Develop keyword strategy
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- o Add text here

8. Plan Publishing Schedule

- o Calendar of publication dates
- o Personnel assigned for content creation
- o Add text here



7. Plan Resources

- o In-house
- o outsource content creation
- o Content marketing campaign manager
- o Add text here



6. Develop Strategy

- o Platforms to publish
- o Methods for promotion
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- o Add text here
- o Add text here



5. Review

- o Most popular content
- o Pages of website currently receiving the most traffic
- o Add text here



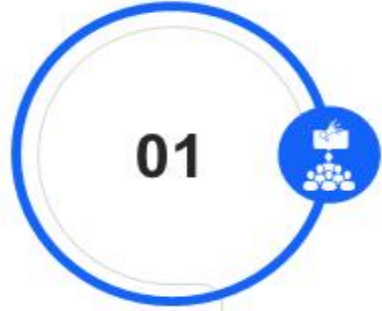
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Marketing plan to boost product sales

This slide shows plan which can be used by organizations to increase sales through product marketing. It covers information about target audience, strategies and activities.

Audience



Target Persona

- Men and Women of age group 21-30 years
- Corporate employees
- Early technology adopters
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Strategies



Marketing Goals

- Increase organic website traffic by 18%
- Increase brand awareness by 30% using marketing campaigns
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Activities



Marketing Channels

- official organizational website
- Instagram
- Stores
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Thanks for watching!



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street number, city, state



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