



Topak's Response

Topak Marketing, Inc.

Specialists in direct marketing.

How To Develop A Comprehensive Marketing Plan

Definition

A marketing plan should be a detailed blueprint of how you propose to sell your product to your audience. It should define — step by step — each individual strategy required to meet your objectives.

Your marketing plan is the best of communicating project-related information to all of the parties involved in a consistent manner.

Impact On End Result

A well constructed marketing plan will save you time and money. It will also have a positive effect on results.

Advance Preparation

- Review marketing plans from previous projects.
- Develop an outline for your marketing plan which includes, but isn't necessarily limited to:
 - An overview of — or rationale for — the project.
 - A summary of your knowledge of your target market.
 - A summary of your knowledge of your competition.
 - An analysis of your product (include any modifications you plan to make if the product already exists).
 - A summary of previous solicitations and their results.
 - A statement of your objectives.
 - A description of your product positioning.
 - A listing of all strategies required (direct mail, telemarketing, collateral support materials, fulfillment and administration, billing procedures, conservation, etc.).
 - A breakdown of the specific activities required to implement each strategy.
- Identify who is responsible for each strategy.
- A listing of special requirements that may have to be considered (additional staff, underwriting, administration/ fulfillment, legal/compliance, corporate policy, etc.).
- A detailed budget.
- A detailed implementation schedule.
- A statement as to the results you expect to achieve.
- An explanation as to how results will be evaluated.
- An explanation of what your next steps will be when your results are in.

Preparing an outline in advance will help you organize and identify all the pertinent factors that contribute to a sound marketing plan.

Action Required

- Write a first draft.
- Meet with all parties involved to get their input before finalizing your marketing plan. ■