

Market Plan Shell
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Executive Summary:

- Done at the end, simply an overview of your goals, time frame \$, theme etc.
- 2 or 3 paragraphs

Situation Analysis:

- The first step is to take stock of the current situation
 - internal factors (organizations capabilities, resources, profitability and track record)
 - external factors (product image, market growth, changes in buyer needs and tastes.
- Factors to look at under this section:
 - Research in market, product or service trends
 - Consumer behavior (consumer knowledge of product/service)
 - Previous advertising campaigns
 - Publicity

SWOT Analysis:

- SWOT analysis is strengths, weaknesses, opportunities and threats.

Campaign Strategy:

- This focuses on the key strategic decisions that will guide the marketing plan.
- A. What are your Objectives
- B. Who is your Target audience
 - Marketing invites people to do business with you
 - Not everyone is your customer
 - except Nike (10 billion / yr)
 - Defining your primary target audience will help you talk directly to them
 - Don't dilute the message
- C. Positioning:
 - Unique Selling position - What's so great about you!!!
 - Creative theme & Key message

Media Strategy & Budget:

- Breakdown of media selection and budget attached to each activity. The following should all be reviewed to see if they would fit with your objective and campaign. Not all media will.
- Remember there are lots of different ways to get your message across - not just traditional advertising mediums (newspaper, TV, Radio)

Media Opportunities:

PRINT

- Daily or Weekly, Advertorials, Display, Special supplements

- Shopper, Magazines, Special Interest - Seniors, Sports etc

- **ELECTRONIC:**

- TV
- Radio
- Jingles

MULTI-MEDIA:

- Video
- CD Rom (Catalogue)
- Power point

INTERNET:

- Web Site
- Links to other Sites (charges)
- Domain
- Monthly Service providers
- Facebook
- LinkedIn
- Twitter

TRANSIT:

- Bus
- interior & exterior
- Transit Shelters
- Benches

NON TRADITIONAL:

- Brochure
- Newsletters
- Flyers
- Trade shows
- Signage:
 - Letterhead, B. Card etc
 - Vehicle
 - Window Decorating
 - T Shirts

SPONSORSHIP/DONATIONS:

- Opportunities

MISC:

- Memberships
- Staff Training
- Contingency

Public Relations:

- News release/ news conferences etc.

Extras & Budget:

- Personal selling - Staff training - Co-op advertising

Marketing Budget in Relation to Gross Sales

Sector:	% of Gross Sales	Sector	% of Gross Sales
Appliance or TV dealers	4.1%	Hotels	3.9%
Auto Accessories	3.1%	Insurance Agents	2.6%
Auto Dealers, New Cars	2.3%	Lumber Dealers	2.4%
Auto, Service Shops	2.9%	Men's' clothing Stores	3.9%
Barber & Beauty shops	3.9%	Motels	2.4%
Bars, Taverns	1.9%	Music Stores	4.1%
Book Stores	2.9%	Office Supplies	2.9%
Building Material Dealers	1.9%	Paint and Wallpaper	2.7%
Camera, Photo Shops	4.2%	Photographic Studios	3.2%
Credit Institutions	4.0%	Restaurants	3.1%
Department Stores	3.9%	Shoe Stores	4.1%
Discount Stores	2.2%	Travel Agents	6.3%
Drug Stores	3.2%	Sporting Goods Stores	2.9%
Dry Cleaners	3.8%	Women's Wear	4.0%
Family clothing	3.1%	Professional Services:	
Farm Equipment Dealers	3.1%	Banks	3.4%
Floor covering Stores	1.5%	Credit Unions	3.5%
Food Chains	3.2%	Health Services	1.5%
Furniture Stores	2.8%	Accounting Firms	0.8%
Gift, Novelty Stores	3.5%	Engineering Firms	0.7%
Hardware Stores	3.4%	Ad Agencies	3.1%
Jewelry Stores	3.9%	Legal	2.6%
Lawn & Garden	3.2%	Investment Advice	5.1%
Retail	3.3%		
Manufacturing	1.9%		

* Statistics Canada 1997 and Advertising & Promotion University text book 1998

* Remember, these are percentages on gross sales and should not be taken as a rule - they are intended as a guide only.

The most recent study shows that on average businesses spend between 3 - 12% of their gross sales each year. Much of this depends on if you are a new business, an established business trying to increase market share, a business reacting to an aggressive competitor or a business that wants to stay consistent with last year's sales.

Radio Shack for an example, spend on an average 10% of gross sales. That is over 6% more than the average store in that category and they seem to do rather well at it too.

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