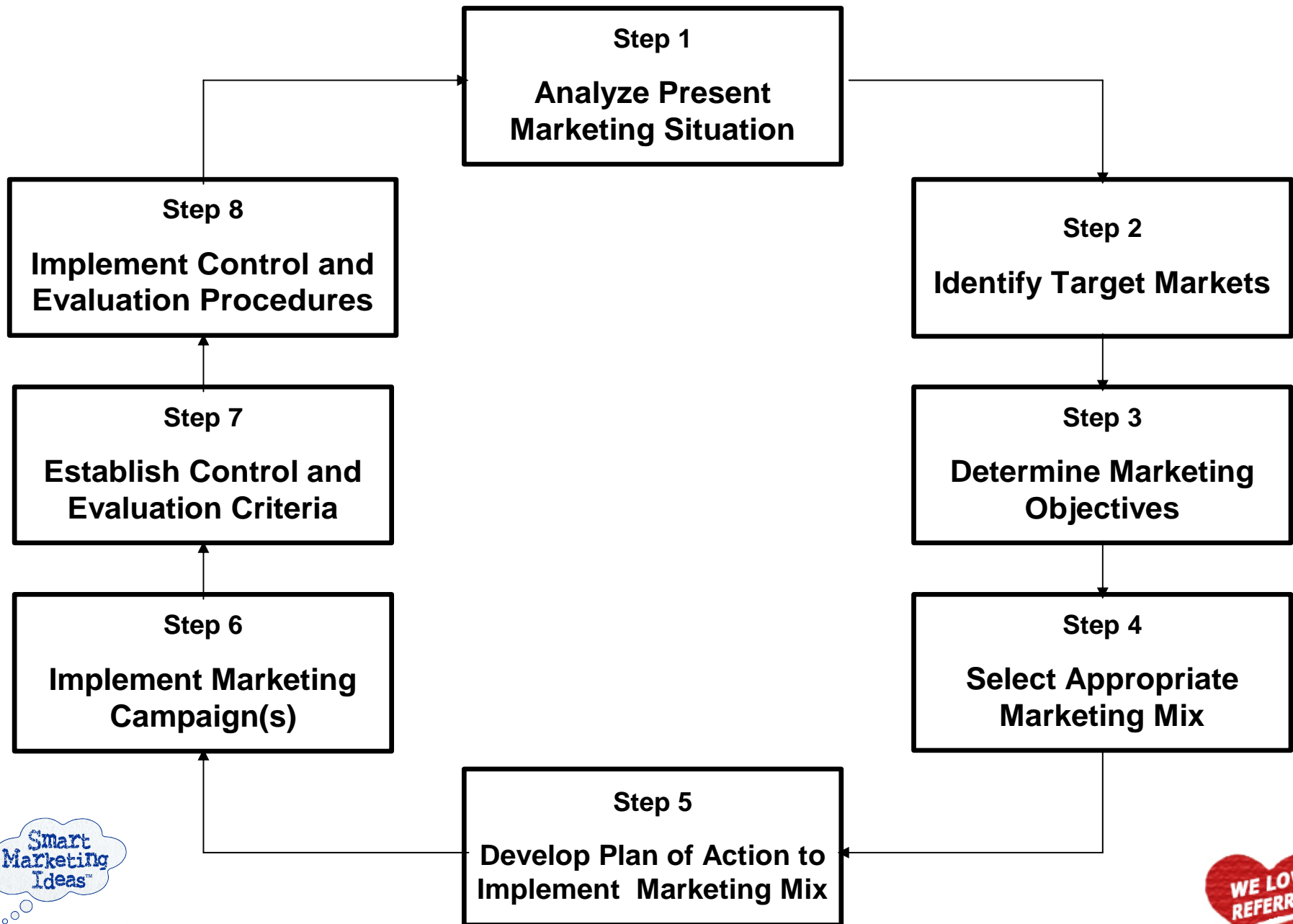


# Marketing Planning Process



# Step 1: Analyze Present Marketing Situation

## External Analysis

- Market size and growth
- Competitors
- Market Share
- Buying Practices
- Political
- Legal
- Technology
- Industry Past Performance
- Social Factors
- Opportunities

## Internal Analysis

- Financial Resources
- Production Capabilities
- Production Capacity
- R&D Capabilities
- Sales Capabilities
- Corporate Mission & Objectives
- Distribution Capabilities
- Costs
- VITO** Management Style



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## Step 2: Identifying Target Markets

### Position Analysis

- Specifically Defined Market Segments
- Geographically Located
- Current Size
- Potential Growth
- Estimated Resistance to be Encountered
- Assess Ability to Overcome Expected Resistance



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## Step 3: Determine Marketing Objectives

### Traditional Marketing Objectives

- Increase Sales Volume
- Increase Growth Rate
- Increase Market Share
- Increase Market Penetration
- Maximize Return On Investment (ROI)
- Promote Positive Company Image
- Promote Social Responsibility

### Criteria for Effective Marketing Objectives

- Consistent with Corporate Objectives
- Realistic
- Attainable
- Measurable
- Specific
- Not Mutually Exclusive



# Step 4: Select Appropriate Marketing

## Mix Factors To Consider

Product / Service Strategies including Specifications, Product Line and Product Support Activities

Distribution Strategies including Delivery Channels, Types of Middlemen, Warehousing, Inventory, Transportation Costs and Shipping Costs

Promotion Strategies including Type of Salespeople, Advertising Venues, Trade Shows, Catalogs, Direct Mail, Web Site Offerings, Search Engine Optimization and Email Campaigns

Pricing Strategies including Retail (List) & Wholesale (Net) Pricing, Discounts, Rebates, Coupons, No Sales Tax and Free Shipping



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## Step 5 & 6: Develop and Implement Plan of Action to Carry Out Marketing Mix

- Determine Required Mix Activities
- Estimate Time Required for each Activity
- Arrange Activities in Logical Sequence
- Combine Activities into Plan of Action
- Establish Dates for Start / Completion of each Activity
- Assign Responsibility for the Performance of each Activity
- Determine Costs and Set Budget for each Activity
- Begin Implementing Plan of Action for each Activity based on Established Start Dates



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# Step 7 & 8: Establish Control and Evaluation Criteria and Implement Procedures

- Identify Key Performance Areas
- Establish Performance Standards / Criteria
- Measure Performance Results
- Compare Performance Results with Established Performance Standards / Criteria
- Identify Discrepancies Between Results and Established Performance Standards / Criteria
- Diagnose the Causes of Discrepancies
- Establish Corrective Action to Bring Results into Line with Established Performance Standards / Criteria
- Implement Corrective Procedures and Measure Performance Results



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