

The Marketing Plan

Marketing

The structure of a plan that can actually be executed.

The plan's structure.

1

Situation analysis

Market, customers, competitors, and your own position.

2

Objectives

Specific, measurable, with dates attached.

3

Strategy

Segments, targets, position — the choices made.

4

Tactics

The mix decisions that follow from the strategy.

5

Actions

Who does what, by when, with what budget.

6

Control

What is measured, how often, and what triggers a change.

Most plans fail at the actions step: strategy is agreed, but no one owns the work or holds the budget.