**Marketing Strategy Plan [Template]**

**Name of the Company**

**Contents:**

1. Executive Summary 3
2. Marketing Analysis 4
   1. SWOT analysis 5
   2. PEST analysis 7
   3. PESTLE Trend Analysis 8
3. Vision and Mission 8
4. Company Values 9
5. Risk assessment and control 9
6. Priorities & Goal Setting 10
7. Marketing Goals and objectives 10
8. Customer analysis 12
9. Competitor analysis 12
10. Marketing Strategy 13
    1. Pricing Strategy 13
    2. Product Strategy 13
    3. Place (Position) Strategy 14
    4. Promotional Strategy 14
    5. People Strategy 15
    6. Process Strategy 15
    7. Physical Environment 16
    8. Productivity Strategy 16
11. Marketing budget 17
12. Implementation Plan 18
13. Communication of the Strategic plan 18
14. **Executive Summary**

Start Writing here...

1. **Marketing Analysis**

Example: Product description

Market size and growth

Market segmentation

Competitor analysis

Customer analysis

Trends and drivers

SWOT, PEST, PESRLE

Start Writing here...

**3**.**1 SWOT analysis**

Weaknesses

Factors that are within an organization’s control that detract from its ability to attain the core goal. In which areas might the organization improve?

Strengths

Mention positive tangible and intangible attributes. Internal to your organization. which are within the organization's control.

Strengths

Mention positive tangible and intangible attributes. Internal to your organization. which are within the organization's control.

Factors that are within an organization's control that detract from its ability to attain the core goal. In which areas might the organization i

Threats

External factors, beyond an organization ‘s control, which could place the organization ‘s mission or operation at risk. The organization may benefit by having contingency plans to address them should they occur.

Opportunities

External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?

Opportunities

External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?

**Achievements:**

|  |
| --- |
|  |

|  |  |
| --- | --- |
| **Organizational Strengths** | **Organizational Weaknesses** |
|  |  |
| **Organizational Opportunities** | **Organizational Threats** |
|  |  |

## 

**3.2. PEST analysis:**

Political

Example: political stability

Polices & Regulations

Stability

International relations

Corruption

Start writing here...

Economic

Example: Growth rate of the economy

Inflation rate

Interest rates

Exchange rates

Added taxes

Trade and global polices

Start writing here...

Social

Example: demographics

Cultural trends and values

Lifestyle changes

Social media

Health and wellness trends

Consumer attitudes

Education and awareness

Start writing here...

Technology:

Emerging technologies

Digitalization and automation

Internet of things and AI application

Cybersecurity

Mobile technology

Research and development

Start writing here...

* 1. PESTLE **Trend Analysis**

Same factors as PEST analysis with the addition of the legal and environmental factors

## What is happening in the world around us that is going to shape the future environment of your business?

|  |  |  |
| --- | --- | --- |
| Political |  |  |
| Economic |  |  |
| Social |  |  |
| Technical |  |  |
| Legal |  |  |
| Environmental |  |  |

1. **Vision & Mission**

**3-year Mission**

* What does your business exist to do?
* What makes you different from similar businesses?

**3-year Vision**

* Where do you want to go?
* Where do you see your organization in 1, 3 or 5 years?
* What does success look like?
* What is different compared to now?

|  |
| --- |
| **Aligned Team vision Year 2024** |

**Vision Points:**

* 1. Who are we? (Describe yourselves)

2. What do we do? (Benefits Vs cost)

3. Who do we do it for? (Our main customers)

1. **Company Values**

Important questions for value reshaping:

* What values are important to your business?
* If the company is a person, how would you describe them?
* What is the way ‘’we do things around here”?
* What behaviors in the company are not acceptable?
* What are the benefits of reshaping your values in your organization?
* How can we reshape the values throughout our organization?

Fill the following table:

|  |  |
| --- | --- |
| Current Values & Behaviours  Good, not-so-good, or neutral | Desired Values & Behaviours  What do we want to replicate throughout the company to help us reach our vision? |
|  |  |
|  |  |

1. **Risk assessment and control**

Here are Questions to consider while working through the risk assessment:

* What risks and uncertainties exist for your business?
* What is the likelihood impact and of the risk happening, and what can you do about it?
* Prioritize risks in order to mitigate?

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk Assessment** | **Probability of happening** | **Impact** | **Risk Mitigation Strategy** |
| Description of the risk:  The potential risk to your business? | Highly likely,  likely, possible,  unlikely, rarely  unlikely, highly | High  Medium  Low | What actions will you take to minimize the risk? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Priorities & Goals Setting:

What are the areas of strategic focus for the next period that can help in mitigating some of the above risks and help you reach your 3- years vision?

How are you going to measure success?

**Formula 1:** Go from BASELINE to TARGET by DATE

**Example:** Increase revenue from OMR xxx to OMR xx by Dec 31, 20XX

**Formula 2:** Do X ITEM to extent TARGET by DATE

**Example:** Contact 60 potential clients by Aug 30, 20XX

|  |  |  |
| --- | --- | --- |
| **Strategic Priority #1** | **Strategic Priority #2** | **Strategic Priority #3** |
| Goals & Objectives | Goals & Objectives | Goals & Objectives |

1. **Marketing Goals & objectives**
2. Marketing goals:

Marketing goals are broad targets that outline what you want to achieve? An overall strategic statement

Example; increase brand awareness

Improved customer retention

enhanced image etc

Start Writing here...

1. Marketing objectives:

Marketing objectives are more specific, measurable steps designed to achieve those goals.

Example: profit maximization

Sales volume maximization

Increased market shares

Achieve target revenues

Cost recovery

Start Writing here...

1. Sales Objectives:

Objectives are precise and measurable tactics;

Example; Achieve a certain sales target

Example; Expenditure of the market share

Example; Introduce new product line, and or product development

Example; Increase the average purchase value per customer

Start writing here.[].

1. Profit Objectives:

Objectives should be detailed and actionable;

Example; maximizing profits

Increase market share

Achieve target revenues

Maintain price stability

Start writing here..[].

1. Pricing Objectives:

Example; maximizing profits

Sales volume maximization

Set competitive prices

Achieve target revenues

Cost recovery

Product positioning

Price stability

Price skimming

Increase market share

Start writing here...

1. Product Objectives:

Example: Enhance product quality

Launch new products

Increase customer satisfaction

Improve product features

Extend product life cycle

Enhance brand image

Achieve cost efficiency

Foster innovation

Start writing here...

1. Customer Analysis

Who are your current customers?

What are their need and pain points?

Level of satisfaction?

What motivates them to purchase your product or service?

What do they like or unlike about your offers?

What are the preferred communication channels?

Do they recommend your brand?

Start Writing here...

1. Competitor analysis:

Who are your main competitors in the market?

What products or services do they offer?

How they differ from you?

What are their strength and weakness compared to your business?

What marketing strategies do they use?

What are their key success factors?

What are their distribution channels and partnerships?

Are there any emerging competitors or disruptive technologies that could impact the market?

Start Writing here...

1. **Marketing Strategy:**
   1. Pricing strategy:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product or**  **Service** | **Price** | **Costs** | **Net Profit** | **Comp. Price** | **Value** |
|  |  |  |  |  |  |
| What is your  product or  service? | What is the  price of your  product or  service? | What is the  total cost of  selling your  product or  service? | What Net  Profit is made  from selling  your product  or service? | What is your  competitor’s  pricing for this  product or  service? | What unique  value does  your product or  service  offer/deliver? |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

* 1. Product Strategy

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product or**  **Service** | **Features** | **Benefits** | **Unique Selling**  **Position** | **Support** | **Spin-Offs** |
|  |  |  |  |  |  |
| Product or  service? | What are the features of your product or service? | What are the Customer benefits of your product or service? | What makes your product or service unique? | What additional support do you offer? (warranty) | Are there any potential spin-off products/ services you offer? |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

* 1. Place (Position) Strategy:

**Sales and distribution channels:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel type** | **Products / services** | **Percentage of sales (%)** | **Channel strategy** |
|  |  |  |  |
| e.g. Shopfront,  internet, direct  mail, export or  wholesale. | List all the products/services sold via this channel | What  percentage  of overall  sales do you expect to sell via this channel | Why have you decided to use this channel  type?  How and when will you use it?  What is the strategy behind using this channel type for this product or service? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

* 1. Promotional Strategy:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Product or**  **Service** | **Online** | **Public**  **Relations** | **Advertising** | **Promotion** | **Packaging** | **Branding** |
|  |  |  |  |  |  |  |
| What is your product or service? | What online strategies are you using? | What PR strategies are you using? | What advertising strategies are you using? | What promotion strategies are you using? | What packaging strategies are you using? | What branding strategies are you using? |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

* 1. People strategy (salespeople, staff etc

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Job Title** | **Department** | **Responsibilities** |
|  | | | |
| e.g. Mr. Chris  Brantley | e.g. Marketing/ Sales  Manager | e.g. Sales | Insert the main  responsibilities of this  position |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

* 1. Process strategy (Buying experience)

|  |  |  |  |
| --- | --- | --- | --- |
| **Product or Service** | **The Process** | **Key Benefits** | **Improvements** |
|  | | | |
| What is your  product or  service? | Outline the Process in  point form | What are the key benefits  for the customer? | What changes can you  make to improve the  process? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

* 1. Physical Environment

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Selling Environment** | **Delivery Environment** | **Improvements** |
|  |  |  |  |
| What is your  product or  service? | Where is the product or  service sold? | Where is the product or  service delivered? | What changes can you  make to improve the  Physical Environment? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

* 1. Productivity Strategy

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Job Title** | **Department** | **Responsibilities** |
|  |  |  |  |
| e.g.Mr Chris  Brantley | e.g. Marketing/ Sales  Manager | e.g. Sales | What are the main  responsibilities of this  position? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **Marketing Budget:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item** | **Year1** | **Year2** | **Year3** | **Year4** | **Year5** |
|  |  |  |  |  |  |
| **Marketing/promotion** |  |  |  |  |  |
|  |  |  |  |  |  |
| Marketing agency |  |  |  |  |  |
|  |  |  |  |  |  |
| Radio advertising |  |  |  |  |  |
|  |  |  |  |  |  |
| Television advertising |  |  |  |  |  |
|  |  |  |  |  |  |
| Print advertising |  |  |  |  |  |
|  |  |  |  |  |  |
| Online advertising |  |  |  |  |  |
|  |  |  |  |  |  |
| Social media |  |  |  |  |  |
|  |  |  |  |  |  |
| Web search optimization |  |  |  |  |  |
|  |  |  |  |  |  |
| Mailouts |  |  |  |  |  |
|  |  |  |  |  |  |
| Giveaways | | | | | |
| Events |  |  |  |  |  |
|  |  |  |  |  |  |
| Branding & artwork |  |  |  |  |  |
|  |  |  |  |  |  |
| Merchandising |  |  |  |  |  |
|  |  |  |  |  |  |
| Publications |  |  |  |  |  |
|  |  |  |  |  |  |
| Catalogs |  |  |  |  |  |
|  |  |  |  |  |  |
| More… |  |  |  |  |  |
|  |  |  |  |  |  |
| **Marketing/ promotion total** | RO 0.00 | RO 0.00 | RO 0.00 | RO 0.00 | RO 0.00 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Other** |  |  |  |  |  |
|  |  |  |  |  |  |
| Research |  |  |  |  |  |
|  |  |  |  |  |  |
| Travel |  |  |  |  |  |
|  |  |  |  |  |  |
| Postage |  |  |  |  |  |
|  |  |  |  |  |  |
| Administration |  |  |  |  |  |
|  |  |  |  |  |  |
| Incidentals |  |  |  |  |  |
|  |  |  |  |  |  |
| More… |  |  |  |  |  |
|  |  |  |  |  |  |
| **Other total** | RO 0.00 | RO 0.00 | RO 0.00 | RO 0.00 | RO 0.00 |
|  |  |  |  |  |  |

**Item**

1. **Implementation plan:**

Example; prepare your action plan, assign roles and responsibilities, set time line, allocate resources, marketing tactic, adaptation, monitoring progress, measure and evaluate.

Start writing here…

1. **Communication of the strategic plan:**

Identify different communication channels to implement the strategy

Start writing here ……..

End of Template>>>>

Validated by



*Updated May 2024*