

***DRAFT***

***XXX Marketing Plan  
20XX***

***by XXX  
(Date)***

## ***Summary***

Business summary

Who are we, what do we do, what are our products

Market overview  
Competition, demand/potential for growth, trends, pricing, etc.

Target Market  
Size, scope, definition

***Sales & Marketing Goals***

Financial Goals/Sales Volume

Product position Goals (where do we want to be in sales within the category if applicable)  
To be the number 1 seller in the state of carrots, etc.

Brand position Goals (where do we want to be in sales within the category if applicable)  
To be the brand best known for a particular strength? Etc.

## *Strategies*

***Implementation Plan  
Tactics For Each Strategy***

**Strategy 1  
Tactic**

**Objective**

**Justification**

**Implementation Plan**

**Who**

**What**

**When**

**Cost**

**Post Implementation Evaluation: what were our measurable results?**

***Budget Estimate***

Tactic

**Total cost: \$XXX**

- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail

For example

Start of Farmers Market Season Mailing

Total Expense: **\$1,089.00**

2 beginning of season mailings to Norwich Farmers Market customer list and Norwich PO boxes,  
~1,500 names.

Postage:

\$1,320 ( $\$0.44 \times 1,500 \times 2$ )

Collateral: \$

\$1,500 3,000 8.5 x 11 tri-fold color mailers ( $1,500 \times 2 \times .50$ )

Tactic

**Total cost: \$XXX**

- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail

Tactic

**Total cost: \$XXX**

- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail

Tactic

**Total cost: \$XXX**

- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail
- Breakdown detail

**TOTAL BUDGET: \$XXX**



**Revenue History – either by market**

**Revenue stream A (for e.g. Farmers Markets)**

Total revenue generated from Revenue Stream A to date FY'2010:

\$XXX

Revenue Stream A		
COMPANY	REVENUE FY'10	PRODUCTS/SERVICES
Farmers Market A		
Farmers Market B		

**Revenue stream B**

Total revenue generated from Revenue Stream B to date FY'2010:

\$XXX

Revenue Stream B		
COMPANY	REVENUE FY'10	PRODUCTS/SERVICES

**Revenue stream C**

Total revenue generated from Revenue Stream B to date FY'2010:

\$XXX

Revenue Stream B		
CUSTOMER	REVENUE FY'10	PRODUCTS/SERVICES

**Revenue stream D**

Total revenue generated from Revenue Stream B to date FY'2010:

\$XXX

Revenue Stream D		
COMPANY	REVENUE FY'10	PRODUCTS/SERVICES

**Revenue History or- by product category**

**Revenue stream A (for e.g. Chicken)**

Total revenue generated from Revenue Stream A to date FY'2010:

\$XXX

<b>Revenue Stream A- Chicken</b>		
<b>MARKET</b>	<b>REVENUE FY'10</b>	<b>PRODUCTS/SERVICES</b>
Farmers Markets		
Wholesale		
Direct		

**Revenue stream B (for e.g. Product Category)**

Total revenue generated from Revenue Stream B to date FY'2010:

\$XXX

<b>Revenue Stream B- Tomatoes</b>		
<b>MARKET</b>	<b>REVENUE FY'10</b>	<b>PRODUCTS/SERVICES</b>
Farmers Markets		
Wholesale		
Direct		

**Revenue stream C (for e.g. Product Category)**

Total revenue generated from Revenue Stream B to date FY'2010:

\$XXX

<b>Revenue Stream B</b>		
<b>MARKET</b>	<b>REVENUE FY'10</b>	<b>PRODUCTS/SERVICES</b>
Farmers Markets		
Wholesale		
Direct		

**TIMELINE**

<b>FISCAL QUARTER</b>	<b>TACTIC</b>	<b>TIME FRAME</b>	<b>RESPONSIBILITY</b>	<b>COST</b>	<b>RESULT</b>
<b>Q1</b>					
<b>Q2</b>					
<b>Q3</b>					
<b>Q4</b>					

*Include template for follow up/post implementation evaluations of each tactic- see GDT file in my blue book.*