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: $1,089.00
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 x 1,500 x 2)
Collateral: $
$1,500 3,000 8.5 x 11 tri-fold color mailers (1,500 * 2 * .50)

Tactic
Total cost: $XXX
Breakdown detail
Breakdown detail
Breakdown detail
Breakdown detail

Tactic
Total cost: $XXX
Breakdown detail
Breakdown detail
Breakdown detail
Breakdown detail

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Total cost: $XXX
Breakdown detail
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Tactic
Total cost: $XXX
Breakdown detail
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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

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>REVENUE FY’10</th>
<th>PRODUCTS/SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers Market A</td>
<td></td>
<td></td>
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<tr>
<td>Farmers Market B</td>
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</tbody>
</table>

**Revenue stream B**
Total revenue generated from Revenue Stream B to date FY’2010:
$XXX

<table>
<thead>
<tr>
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**Revenue stream C**
Total revenue generated from Revenue Stream B to date FY’2010:
$XXX

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**Revenue stream D**
Total revenue generated from Revenue Stream B to date FY’2010:
$XXX

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<th>COMPANY</th>
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</table>
### Revenue History or product category

**Revenue stream A (for e.g. Chicken)**
Total revenue generated from Revenue Stream A to date FY’2010:
$XXX

<table>
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</thead>
<tbody>
<tr>
<td>Farmers Markets</td>
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<tr>
<td>Wholesale</td>
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<td>Direct</td>
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**Revenue stream B (for e.g. Product Category)**
Total revenue generated from Revenue Stream B to date FY’2010:
$XXX

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<thead>
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**Revenue stream C (for e.g. Product Category)**
Total revenue generated from Revenue Stream B to date FY’2010:
$XXX

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<td>FISCAL QUARTER</td>
<td>TACTIC</td>
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<td>Q4</td>
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Include template for follow up/post implementation evaluations of each tactic- see GDT file in my blue book.