Marketing plan

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No, not Fahrenheit
Four P’s
Five F’s
But always only one objective
The four Ps

- Product – tangible aspects of product
- Price – cost advantage (short-term or long-term)
- Place – nature of the purchase location
- Promotion – extent and character of the marketing activities

(But people buy benefits, not features)
Freud of marketing

- Functions – what does it do for me?
- Finances – not only the product, but financial effects on other elements
- Freedom – saving time, eliminating worry
- Feelings – (I told ya it was Freud)
- Future – dealing with you over time
Getting the message out

- Now we’re back to why you segmented the market
- Mutually reinforcing channels for the message
- How do your competitors market?
- Do you own the domain name?
The public face

- Displays, signs, flyers
- Traditional media
- Internet presence
  - Creating the web presence
  - Maintaining the site and links
  - Arranging for ordering and payment
Personal contacts

- Networking
- Sponsorships
- Entertainment
- Strategic partnerships
- Use your customers (logo designs)
Promotions

- Trial sizes
- Discounts
- Offers

- Use your employees
  - Off the job – are they happy?
  - Training as the first point of contact
  - Incentives and recognition programs

- Guerilla marketing