

Marketing Plan

strategy slides



Marketing Plan

This slide shows a high-level overview of a marketing plan, including sections for Executive Summary, Objectives, Strategies, and Budget. It is presented as a single-page document.

Marketing Plan on Page



Vision

This slide outlines the company's vision and purpose, providing a clear direction for the marketing strategy.

Purpose

This slide details the specific purpose of the marketing plan, including the target market and the value proposition.

Goals

Year	2023	2024	2025
Revenue	100M	120M	150M
Profit	20M	25M	30M
Market Share	15%	18%	22%

Vision Purpose



Sales Forecast

This slide provides a detailed sales forecast, including a breakdown of sales by product line, region, and time period.

Product Line	Region	Q1	Q2	Q3	Q4	Annual Total
Product A	North	100	120	150	180	550
Product A	South	80	100	120	150	450
Product B	North	120	150	180	200	650
Product B	South	100	120	150	180	550

Sales forecast



Profit statement

This slide displays a profit statement, showing the relationship between sales, costs, and profit over a specific period.

Item	2023	2024	2025
Revenue	100M	120M	150M
Cost of Goods Sold	80M	95M	115M
Gross Profit	20M	25M	35M
Operating Expenses	15M	18M	22M
Operating Profit	5M	7M	13M

Profit statement



Marketing Budget

This slide details the marketing budget, showing the allocation of funds across various marketing activities and channels.

Category	2023	2024	2025
Advertising	50M	60M	75M
Promotions	20M	25M	30M
Public Relations	10M	12M	15M
Direct Marketing	15M	18M	22M
Marketing Research	5M	6M	8M

Marketing Budget



Key Issues and Strategies

This slide identifies key issues and outlines the strategies to address them.

Key Issue	Strategy
Market Saturation	Diversification into new markets
Competitive Pricing	Value-based pricing strategy
Customer Retention	Loyalty program implementation

Key Issues & Strategies



Strategy page

This slide outlines the overall marketing strategy, including the target market, value proposition, and key competitive advantages.

Strategy page



Brand Strategy Roadmap

This slide provides a visual roadmap of the brand strategy, showing the progression from brand identity to brand positioning and brand communication.

Brand Strategy Roadmap



Brand Communications Plan

This slide details the brand communications plan, including the selection of communication channels and the development of key messages.

Brand Communications



Innovation Plan

This slide outlines the innovation plan, focusing on the development of new products and services to drive growth.

Innovation Plan



Selling and Retail Plan

This slide details the selling and retailing plan, including the selection of retail partners and the development of sales strategies.

Selling / Retailing



Competitive Defense Plan

This slide outlines the competitive defense plan, focusing on strategies to protect market share and maintain a competitive edge.

Competitive Defense

Marketing Planning Strategy

R Sandford



Marketing Planning Strategy:

Decoding **Marketing Planning Strategy**: Revealing the Captivating Potential of Verbal Expression

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