

How to write marketing plans

Marketing Plan

GRAY'S
Cookies

Brand Vision: Be first to market with a new, healthier, tastier, and more convenient cookie, driving, popularity and sales of a mainstream cookie. \$100 Million by 2024.

Analysis	Issues and Strategies	Execution Plans
P&L forecast - Sales: \$30,385 - Gross Profit: \$17,148 - GM %: 56% - Marketing: \$550 - Contribution Margin: \$6,949 - CM %: 23% Drivers - Taste drives a high conversion of Trial to Purchase - Strong Listings in Food Channels - Exceptional brand health scores among Early Adopters. Highly Beloved Brand among niche. Inhibitors - Low Familiar yet to turn our sales into loyalty - Awareness held back due to weak Advertisements - Low distribution - Low Purchase frequency Risks - Launch of Mainstream cookie brands (Pepperidge Farms and Nabisco). - De-listing 2 weakest skus weakened our in-store presence - Legal challenge to taste claims Opportunities - R&D has 5 new flavors in development. - Sales Broker gains at Specialty Stores - Use social media to convert loyal following.	Key Issues - Why is the priority choice for growth; find new ways to drive usage frequency among loyal customers? - Where do we focus our efforts to drive awareness and share needs for Gray's? - How will we defend Gray's against the proposed Q1 2014 "healthy cookie" launches from Pepperidge Farms and Nabisco? Strategies - Compete to attract new users to Gray's - Focus on increasing our share of mind and a presence in the market - Build distribution and defend against competitors to defend with consumers and at store level. Goals - Increase penetration from 10% to 12%, specifically up from 15% to 20% with the core target. Monitor usage frequency among most loyal to ensure it stays stable. - Increase share of mind from 30% to 42%, specifically 30% within the core target, and increase from 15% to 20%. - Close distribution from 62% to 72%. - Hold dollar share during competitive launches. Grow 11% post launch gaining up to 1.2% share. Target zero losses at shelf.	Advertising - Use awareness to drive trial of the new Grays. Target "Proactive Preventers", Suburban working women, 30-40. Main Message of "great tasting cookie without the guilt, so you can stay in control of your health". Media includes 15 second TV, specialty health magazines, event signage, digital and social media Sampling - Drive trial with in-store sampling at grocery, Co-ops, and specialty stores Distribution - Support Q4 retail blitz with message focused on holding shelf space during the competitive launches. Q3 specialty blitz to grow distribution at key specialty stores. Innovation - Launch two new flavours in Q4/15 & Q4/16. Explore diet claims, motivating and desirable. Competitive Defence Plan - Pre Launch sales blitz to shore up all distribution gaps. At launch, heavy merchandising, locking up key ad dates, BOGO, TV, print, coupons, in-store sampling. - Use sales story that any new "healthy" cookies should displace under-performing and declining unhealthy cookies.

Report Of Marketing Plan

William Winston



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lica - Final Report - Marketing Plan for Non-sugar Agriculture in Barbados , **Marketing Research Report** ,1952
Marketing Research Report United States. Department of Agriculture,1952 USFCS/Guatemala ... Country Marketing
Plan ,1989 **Marketing Planning Guide** Bruce Wrenn,Phylis M Mansfield,2014-07-16 THE CLASSIC guide to develop a marketing plancompletely updated The newly revised Marketing Planning Guide Third Edition is the step by step guide that gives you the tools to prepare an effective marketing plan for a company product or service With over 50 pages of updated material this classic textbook has the solid foundation of knowledge and philosophy of the previous editions while adding essential new information on Internet marketing business ethics and an illustrative sample business plan Worksheets at the end of each chapter guide you in creating your own planonce all the worksheets are completed you will have roughed out your own complete marketing plan The accompanying instructor s package includes a helpful manual a detailed sample course syllabus and a test bank featuring a multiple choice and true false questions for each chapter with answers This edition of the Marketing Planning Guide contains clear tables and diagrams is fully referenced and has updated examples for easy understanding of concepts It shows how to analyze the market consumers the competition and opportunities develop strategy and marketing objectives make product place promotional and price decisions realize the financial impact of marketing strategies implement audit and control your marketing plan And now the Marketing Planning Guide Third Edition is updated to include extensive information on Internet marketing new examples illustrating the process a complete sample marketing plan end of chapter worksheets providing step by step instructions Internet data sources This is the definitive book for marketing professionals who want to use a hands on approach for learning the planning process It will guide anyone through the steps of preparing an effective marketing plan **How To Write a Marketing Plan for Health Care Organizations** William Winston,2012-11-12 A practical guide for developing and writing a strategic marketing plan for health and human service organizations this comprehensive volume takes professionals through the major steps of the marketing planning process In addition to a useful overview of the basic marketing components detailed descriptions of the application of market planning principles to health care organizations are consistently emphasized **Marketing Plan for Costa Coffee** Mainji Joe,2014-02-04 Project Report from the year 2011 in the subject Business economics Offline Marketing and Online Marketing grade A University of Wales Newport language English abstract This is a marketing plan for Costa Coffee which is based on the Costa Coffee case study The marketing plan discussed in this report carries out a detailed analysis and strategic examination of different marketing aspects of Costa Coffee in the UK and in its global markets The report makes use of various tools and models as described in marketing literature The report also utilizes a number of techniques by which the entire marketing plan is realized The major aim of the marketing plan in this report is to demonstrate the insight into strategy development for effective marketing and how to make use of this insight for such

marketing plan as discussed in this report The report conducts a step by step examination of Costa Coffee First of all it conducts the marketing audit of the firm and discusses various aspects of the audit in technical details Both the micro and macro environments of the company are discussed at length Next the report undertakes a detailed SWOT analysis of Costa Coffee to take help to realize a robust marketing plan After the SWOT analysis the report moves on to set the marketing objective for Costa Coffee to set its 3 year future marketing plan The report then discusses the very critical 7 P s of the company or the marketing mix strategies and discusses how the company can capitalize on its present day success The report then moves on to discuss various aspects of budget allocation for the company s local market as well as its global markets The report ends with a discussion on controls in the overall marketing plan Various aspects of controls are discusses and it is also discussed how the company should continue to improve its decision making processes while closely monitoring its operations

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You ve been told that marketing requires months of analysis weeks of brainstorming and years of consistent implementation Satterfield shows that one week is all it takes for most small and medium sized businesses to dramatically improve their marketing He lays out a step by step strategy that works all day every day to bring in new business Tailored to each company s niche market this innovative plan can generate a consistent stream of customers for an out of pocket expense of as little as 300

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