



Marketing Plan Check-up For New Product or Service

The marketing plan you're developing for a new product or service should be designed to achieve certain objectives. Your plan's success will depend on determining if those objectives are indeed the "correct" ones, and if the plan gets properly implemented. By answering the following questions, you will ensure that your marketing plan is moving in the right direction.

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Who are you trying to reach? Can you succinctly describe your ideal buyer? This helps tremendously when formulating your offer. How have you determined that this is the correct target?

EXAMPLE: IDEAL BUYER: Angelica- a 28-year-old single Caucasian woman. College graduate. Loves to travel and frequently eats out at posh restaurants with her girl friends. Drives a 5-year-old Japanese SUV. Loves the outdoors. Owns a labradoodle. Is not planning on getting married. Is a work-a-holic. Owns a Samsung smart phone. Eschews social media. Is an Amazon Prime member.



Where can you reach your most likely prospects? Are they Online/offline? The description of the idea buyer above will help you decide the most likely places to reach her.

When is your message most likely to be well-received? Choose your timing carefully. Selling skis in August, or picnic baskets in January may not be the best-timed events. Make sure your promotion isn't overshadowed by another anticipated event. Think Super Bowl.

Have you determined how many prospects you have to reach to make this viable? How did you arrive at that number? If you can't economically reach your prospect, you may have to re-think your plan. Don't spend so little that you remain "invisible."



How frequently will you present your offer to your market? Does your budget take multiple touches into account? A new product/service will need lots of help to just get on your market's radar. Will this campaign's budget survive the long haul?

What can you do to make your message/promotion stand out from the noise and clutter? Can you select the most effective media that will enhance your message?

Think Different. Have you looked at this from multiple angles? Have you had other members of your team analyze your plan? Do you need to consider alternative approaches?
