



SPINNING DISC

Technical and Business Management

Marketing Plan

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Marketing Plan Outline

1. Executive Summary

2. Our environment; Our Markets

<<Overview of the general business environment in which we're working. Address the specific industry or industries of which we are a part. Specifically address: >>

- a. Opportunities (these will become the "meat" of the "problems" section below)
- b. Threats
- c. Trends
- d. Industry analysis. If applicable, analyze the general state of our industry.

3. Our Customers

<<Identify and analyze the specific types of customer/client we will target within each of our identified Markets. Identify specific "segmentation" criteria used when grouping clients. Some possible ways to group clients include: >>

- a. Consumer analysis.
- b. Demographics <<physical and "factual" attributes: age, sex, industry, profession, etc.>>
- c. Psychographics <<psychological make-up: e.g. "thrill seeking"; "reserved"; "cautious", etc.>>
- d. Purchasing Behaviors <<e.g. purchase behaviors how, what, when and where do each of the identified groups buy?>>
- e. Geographics <<if I need to explain this one, we're in BIG trouble!>>
- f.

4. Our Marketing and Sales Operations

<<This section provides a brief overview of how we conduct our business...how we develop and deliver Our Solutions products and services. Also, address how we monitor and control the effectiveness of our business, marketing and sales operations. >>

- a. Performance objectives (set quantifiable goals and objectives). Some examples include:
- b. Feedback mechanisms to monitor progress
- c. Evaluation process
- d. Profit margin
- e. Market share
- f. Promotional effectiveness
- g. Market penetration

5. Our Business

<<Provide an overview of our company and where we fit in the environment. Specifically, this section should address our:>>

- a. Name and a brief history
- b. Mission statement - organization's basic values and philosophy
- c. Geographic location(s)
- d. Product(s)/Service(s)
- e. Strengths
- f. Weaknesses
- g. Differentiation and positioning

6. The Problem(s) (or "The Opportunity")

<<Provide specific details about customer "problems" we address. It might be a good idea to segment these by each market we serve.>>

7. Our Plan for Each of Our Products & Services

<<Provide an overview of the products and/or Services we offer to clients to solve the problems detailed above. Each description of a product/service should identify the market segment(s) it reaches and how we'll sell it there. Some things that may be considered and addressed in this section include: >>

- a. Product A
 - 1) Product Description
 - a) Product Type - <<Categorize the product. Is it a product, a service, an idea, etc.>>
 - b) Features - <<What are the features, benefits and how do these set it apart from the competition?>>
 - c) Identification - <<brand name, label, packaging, demographic group which will identify with it, etc.>>
 - 2) Target Customer(s)
 - a) Customer Segment A
 - i. Geographic Location(s)
 - ii. Demographic description
 - Age Range
 - Gender
 - Education level(s)
 -
 - iii. Psychographic description
 - Typical Activities
 - Life outlook

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- b) Customer Segment B
 - i. Geographic Location(s)
 - ii. Demographic description
 - Age
 - Sex
 -
 - iii. Psychographic description
 -
- 3) Place
 - a) Channels of distribution - manufacturer, wholesaler, retailer
 - b) Product/service locations & availability
 - c) Physical distribution/location of facilities/modes of transportation
- 4) Promotion

<<Detail the ways we will make clients and potential clients aware of our products, services and capabilities. Also include ways we will keep in tune with changes in the clients' problems. Over time, this section will change as we gain a deeper insight into our customers' changing needs. Input from sales personnel, customers and others who deal with the customers needs to be factored into this section. Some choices in this area include: >>

- a) Promotional themes and messages. <List and describe three to five themes and/or messages that will be used to frame all promotional activities >>
 - i. Theme 1
 -
 - ii. Theme 2
 -
 - iii. Theme 3
 -
 - iv. Theme 4
 -
 - v. Theme 5
 -
- b) Advertising (Direct mail; Internet; Telemarketing; Television; Radio; etc.)
 - i. On-line Advertising / Promotion
 - Company Website
 - Linked In
 - Facebook

- Twitter
- YouTube
- MySpace
- “Catalog” site(s)
- ii. e-mail promotional campaign(s)
 -
- iii. Print Media Advertising / Promotion
 - Yellow Pages
 - National / Regional “popular” magazines <<*magazines and periodicals broadly delivered and/or sold direct to consumers. Things like “People”, “Reader’s Digest”, “Time” “Newsweek, etc.”*>>
 - National / Regional “Business” magazines <<*magazines and periodicals broadly delivered to consumers and businesses. This would include magazines like “Business Week”, “Fast Company”, “Inc.”, etc.*>>
 - Local business magazines <<>>
 - Trade publications
 - Billboards
 -
- iv. Printed Promotional items
 - Tri-fold brochures
 - Information sheets
 -
 -
- v. Other Promotional items
 - “Low end” logo’ed handouts
 - Pens, pencils, etc.
 - Coffee mugs
 - Office handouts
 - “High end” logo’ed handouts
 - File folders
 - Personalized Plaques
 - Artwork
 -
- vi. Television Advertising
 -
- vii. Radio Advertising

- ii. New customers
 - iii. Prospective Customers
- b) Sales Management
 - i. Sales force motivation and compensation plans
 - ii. customer contact methods

8. Our Competition

<<This section identifies other organizations and/or markets we expect to be competing with for our customers' attention and money. Provide as much detail on their "4 P's" (see "Our Solutions" section above) as we have. Identify and analyze their strengths and weaknesses. Identify ways we might turn them into allies/partners/resources for us. >>

- a. Competitor "A"
- b. Competitor "B"
- c. Competitor "C"