

Marketing Plan Template

Summary of marketing plan (Goals of the marketing plan, how it supports your overall business plan; objectives--support the goals, action steps and daily activities to implement the plan.):

Product Overview (brief description of compost product, marketing goals, such as sales goals):

Customer Analysis - Target Market – Who are our customers?

We will be selling primarily to:

- Direct market retail customers
- Garden centers/other retailers
- Nurseries/Silviculture
- Erosion control
- Agricultural applications
- Sod production
- Turf grass

- Public Works
- Construction sites
- Top soil producers
- Golf courses
- Greenhouse growers
- Landscapers/lawn care
- Other:

We will be targeting customers by:

Product line:

Geographic area (which areas? Distance from operation?):

Demographics (e.g., Home ownership? Other?):

Psychographic (local, farm produced):

Sales (Target sales of ___):

Other?:

Needs/Preferences of customers:

Competition Analysis – Who are our competitors?

Company Contact Information	Types of products/ Characteristics	How Packaged	Service/delivery options	Price range

Market forecast (market needs analysis)—how competitive is the market? What are the market and industry trends?:

Situation Analysis: Utilize the SWOT analysis to list your company’s strengths, weaknesses, opportunities, and threats (location, resources, reputation, services, personnel, product, competition, etc):

Strengths	Weaknesses	Opportunities	Threats

Factors that may affect our business

Economic factors (growth, industry health, economic trends, taxes, etc.):

Regulatory and Legal Factors:

Environmental Factors:

PRODUCT

Describe the product:

Features (what features will you emphasize):

- Brand name (logo):
- Quality:
- Scope of product line:
- Unique characteristics:
- Packaging:
- Price:

Services we will provide (loading, packaging, delivery):

Comparison – The advantages our product has over our competition.....:

How does the product meet the needs of targeted segments?

How is inventory managed to meet demand?:

Quality – How is quality assured? Type of testing to be done? Frequency?

Feedstock

What feedstocks will you use?:

Where do off-farm feedstocks (if used) come from? How do they get to the operation?:

“Tipping fees” charged for accepting off-farm feedstock:

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PRICING

Pricing strategy – which strategy?

Markup on cost (What % mark-up?):

Suggested price:

Competitive:

Below competition:

Premium price:

Other:

Discuss the pricing strategy, expected volume, and decisions for the following

- List price:
- Discounts:
- Bundling (e.g., product and delivery):
- Payment terms and financing options:

Are the prices in line with our image?

Describe the anticipated immediate effects of the marketing strategy and expected long-term results (for example, revenues and expenses, break-even analysis).

Do prices cover costs and leave a profit margin?

Sales Forecast: How will sales be tracked on a monthly basis? Who is responsible? How does sales compare to forecasts.

Potential Number of customers (a):

Estimated volume per customer (b):

Potential sales volume ($a \times b =$):

PLACE -- PRODUCT DISTRIBUTION

Distribution channels (direct, retail, wholesalers, and/or distributors):

Describe direct marketing strategy:

Logistics, including delivery and order fulfillment:

Packaging:

PROMOTION

Our image is (high quality? service? low cost?):

What we will say about our product and business:

We will use the following promotion/advertising:

Type of Promotion	Timeline	Estimated Cost	Projected results
Website			
Facebook			
Twitter Blogging YouTube			
Electronic newsletter			
Personal contacts Business cards			
Brochures			
Fliers			
Direct mail			
Coupons			
Newspaper Magazines Telephone Directory			
Radio			
Television			
Other			
Other			

Explain why you have chosen your promotional strategy:

Conclusion (Key points of marketing strategy):