

## Marketing Plan – Sample Outline

### I. Executive Summary

The Executive Summary highlights the main goals and recommendations of the marketing plan. It should also briefly address budget requirements and how success will be measured.

### II. Business Overview

This section is sometime referred to as the Situation Analysis segment. In a typical marketing plan, it contains relevant background on the market, product, pricing, and distribution situations as well as on competitors. Information Centers can describe their business in these terms as well. Assuming the planning process takes place at the end of a fiscal year, this section may be a recap of the business for the past 12 months. Consider describing your customer base, services required by your customers, and environmental factors affecting your operation. Yes, Information Centers have competition. How has the Internet affected your business? Are other departments loading content for their use? Include any hard or anecdotal data on ROI available to you, as well as information on the Information Center's impact on the business.

### III. Target Market

How well do you know your target market? How well do you understand their information needs? Can you articulate what your customers and potential customers need as opposed to what you offer? Are there groups to whom you should be "selling" who are not now "buying" your services? Are there ways to segment your market so that you can offer highly specialized products and services to various groups, reflecting their business priorities? What kind of products should be offered to a broad base of users? Answering these questions will help you define your target market.

### IV. Goals

What do you want to achieve? The goal statement(s) should be challenging and yet, attainable. Is it important to increase the number of departments served? Which departments? Do you intend to provide more training programs? Sample goal statements might read: