Marketing Plan Template

1. Executive Summary (Done Last)

Keep in mind that not everyone will read every page of your marketing plan. Your executive summary should highlight the most important parts. It's an overview of your marketing plan.

As you go through the process of writing your plan you will refine your ideas and develop new strategies. By writing the executive summary at the very last you will be able to provide a holistic overview of your marketing plan.

It is recommended that you include the following points in your executive summary:

- ***Brief description of products or services***
- ***Define target market***
- ***Competitive advantage***

  You need to tailor your offer so that your target customers believe that it is superior to what is offered by your competition - this is your competitive advantage.

  Competitive advantage can come from any element of your marketing mix - creating a superior product, more attractive designs, better service, more effective distribution or better advertising.

  Competitive advantage comes down to understanding what your customer values, delivering it and doing it better than your competitor.

- ***Positioning statement***

  Positioning is the way your product or service is defined by consumers. For example a consumer would describe a Ferrari as a prestige, high performance sports car. This perception by the consumer is due to a strategy developed by Ferrari to position itself in the prestige segment of the car market with a competitive advantage based on high performance and exclusivity.

  After you have worked on the rest of your marketing strategy you will know where your business is positioned in your market and how you are different to your competitors.

- ***Anticipated sales, profits and market share***