

Internet Marketing Plan

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Learning Objectives

- Review the format for an internet marketing plan
- Describe the key issues and questions that marketers must address in planning



The Plan

- Blueprint for our strategy and business model
- Road map to guide us in allocating resources and implementation
- Rationale to attract investors



Napkin Plan

- Informal brainstorm
- Ad hoc process
- Bottom-up idea generation



Venture Capital Plan

- Bank loans
- Venture capitalists (VC's)
- Angel investors
- Owner's equity



Pitching to VC's

- Guy Kawasaki's 10/20/30 Rule
 - ➔ No more than 10 slides
 - ➔ No longer than 20 minutes
 - ➔ No fonts smaller than 30 points



What VC's Care About

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action

Source: Guy Kawasaki



The Plan



7 Steps of Planning

1. Situation analysis
2. E-Marketing strategic plan
3. Objectives
4. E-Marketing strategy
5. Implementation plan
6. Budget
7. Evaluation plan



I. Situation analysis

- SWOT analysis
- Review existing marketing plan
- Examine current performance



2. Strategic Plan

- Market opportunity analysis
 - ➔ Demand analysis
 - ➔ Supply analysis
 - ➔ Segmentation analysis
- Brand differentiation & positioning



3. Objectives

- Goals
- Quantified measurements
- Timeframe



4. Marketing Strategies

- Product
- Price
- Place
- Promotion
- Customer relationship



5. Implementation

- Marketing mix (4P's)tactics
- Relationship management tactics
- Organizational staffing
- Establishing performance expectations



6. Budget

- Revenue forecast
- Profit and loss (P&L) forecast
- ROI calculation
- Cash burn schedule (for startups)



7. Evaluation

- Determine metrics
- Develop reporting schedule
- ROI driven

