TOPIC; marketing plan

Description

Marketing Plan:  You are be required to write a comprehensive marketing plan for a small business enterprise.  The purpose of this project is to demonstrate the depth of your understanding of this course.   The Marketing Plan should be based on the following structure:  Executive Summary Vision statement Value proposition Positioning statement   Marketing Situation                Industry analysis (description of your industry)              Identify your customers - ideal clients.  What is their demographic profile? What are their values, interest, choices? How do they like to do business (online, face to face, etc.)?  Where are they located? Why would this person buy your product or service?                Competitive analysis (your competition):  Where are they located? How long have they been in business? What are their target markets? What are the unique selling points? What are the strengths and weaknesses?    Analyze your business              SWOT               Define your difference: USP – what is your unique selling point?              What is your elevator pitch?   What is your customer journey?               AIDA:               Attention               Interest               Desire               Action               Loyalty    Action plan;               Marketing budget               Marketing team               Pricing strategy               Public Relations strategy               Social media strategy               Advertising strategy               After-sale strategy               Monitoring and measuring strategy Final Marketing Plan Rubric Final Marketing Plan Rubric Criteria Ratings Pts This criterion is linked to a Learning OutcomeContent: • Submission includes all sections and is a cohesive marketing plan. • Includes 1-page figure/chart/image for marketing plan timeline and 1-page figure/chart/image for how strategies are connected to your objectives. 20.0 pts This criterion is linked to a Learning OutcomeFormatting: • Submission is one PDF (preferred) or Word document; • Document is free of spelling errors, typos, grammatical errors. Document uses appropriate punctuation, capitalization, headings/subheadings, page numbering, and selected font family/size. • Charts, graphs, figures and bullet points are used appropriately. • Submission is easily read, uses full sentences when appropriate. 5.0 pts Total Points: 25.0