

Marketing & Advertising Plan

Marketing Plan

- The 4 C's and the 4 P's
 - Product, price, promotion, place
 - Consumer, cost, communication, convenience
- Specific products/services vignettes (modeled after customer vignettes)
 - Image
 - Features/benefits
 - Promotions
 - Pricing
 - Advertising materials by medium
 - Customer acquisition goals

Advertising Platforms – Short-Term

- **Online**
 - Particularly focused and cost-effective. Requires knowing the exact platform profile of your target customer. See separate PPT presentation on online marketing/advertising.
- **Events**
 - Costs can range from a couple hundred dollars to tens of thousands. Allows for face-to-face interaction with prospective customers, robust demonstration of products, and dynamic generation of image/brand identity.
- **Street promo**
 - Particularly cost-effective. Usually best done in combination with word of mouth.
- **Word of mouth**
 - Can be practically free and extremely effective. Requires having opinion leader “champions” within your target customer groups.