

SAMPLE MARKETING PLAN - RETAIL MARKETING PLAN

Target Market, Business to Consumer

Target Market, In Store

Target Market, Male

Target Market, Female

Target Market, Local region

Target Market, Niche fan

Message, Everything you ever wanted to know about Widget

Message, 7 ideas to spark your Get jobs done

Message, 1 Simple rule to Get jobs done

Message, How to Get jobs done A step by step guide

Media Used, Signage

Media Used, Website via Search

Media Used, Social Media Campaign

Lead Capture System, Social Media Like / Follow / Circle / Group

Lead Capture System, Business Card collection

Lead Nurture System, Mailed catalogs / offers / samples

Lead Nurture System, Social Media posts / articles / comments / blogs

Sales Conversion Strategy, Coupon used in sale

Sales Conversion Strategy, Share stories of how products / services can help the customers

World Class Experience, Fast delivery service

World Class Experience, Extra innovative services. E.g. Howto video channel, careful packaging, thank you card with purchase, bonus gift

World Class Experience, Provide a website with support questions and answers, how to videos etc.

Increase Lifetime Customer Value, Loyalty Card / App. Give a reason to come back often

Increase Lifetime Customer Value, Regular consumable item sales. Send reminders

Create Referrals, Collect and promote testimonials. This is Social Proof.

Create Referrals, Respond to Social Media like / endorsement / comments

Create Referrals, Word of mouth referral