



**Launch Engineering**  
Part art. Part science.

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If you're new to Marketing Planning, this is a reasonably comprehensive list of topics you might well incorporate into your Marketing Plan

Title	Statement that distinctly defines the product in its market and against its competition over time	Launch Strategies
Market Summary	Consumer promise	Launch plan
Market Past, Present & Future	Statement summarizing the benefit of the product or service to the consumer	if product is being announced
Review changes in market share, leadership, players, market shifts, costs, pricing, competition	Communication Strategies	Promotion budget
Product Analysis	Messaging by audience	Public Relations
Product Definition	Target consumer demographics	Strategy & execution
Describe product/service being marketed	Packaging & Fulfillment	PR strategies
Competition Analysis	Product packaging	PR plan highlights
The competitive landscape	Discuss form-factor, pricing, look, strategy	Have backup PR plan including editorial calendars, speaking engagements, conference schedules, etc.
Provide an overview of product competitors, their strengths and weaknesses	Discuss fulfillment issues for items not shipped directly with product	Advertising
Position each competitor's product against your product/s	COGs	Strategy & execution
Positioning	Summarize Cost of Goods and high-level Bill of Materials	Overview of strategy
Positioning of product or service		Overview of media & timing
		Overview of ad spending
		The Internet



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Other Promotion	Distribution by channel	Highlight requirements for local product variations
Direct marketing	Show plan of what percent share of distribution will be contributed by each channel -- a pie chart might be helpful	Success Metrics
Overview of strategy, vehicles & timing		First year goals
Overview of response targets, goals & budget	Vertical Markets/Segments	Additional year goals
Third-party marketing	Vertical market opportunities	Measures of success/failure
Co-marketing arrangements	Discuss specific market segment opportunities	Requirements for success
Marketing programs	Address distribution strategies for those markets or segments	Schedule
Pricing	Address use of third-party partner role in distribution to vertical markets	18-month schedule highlights
Summarize specific pricing or pricing strategies		Timing
Compare to similar products	International	Isolate timing dependencies critical to success
Policies	International distribution	Support Documents
Summarize policy relevant to understanding key pricing issues	Address distribution strategies	For your boss's sake, don't forget the 1-page Executive Summary!
Distribution	Discuss issues specific to international distribution	
Distribution strategy	International pricing strategy	
Channels of distribution	Localization issues	
Summarize channels of distribution		

