### Play #15 Exercise: Creating Your Marketing Plan

For this exercise, we’ll assume this is the initial Marketing Plan for your company. If you’re updating an existing Marketing Plan or adding a new product or service, adjust these steps accordingly.

Using the information in this Play and the section “**Steps to Create Your Marketing Plan**” as your guide, create your Marketing Plan, as follows.

1. Form a marketing team that will have the responsibility for creating your Marketing Plan. List the team members.
2. Using the Four Major Market Segments, define your Target Market, including individuals or companies who might be interested in your product or service. Be as specific as possible about your Target Market’s characteristics and locations.
3. List, in order of importance, the goals of the Marketing Plan.

1. In as few words as possible, describe your product or service.
2. Include your Value Proposition.
3. Include your Unique Selling Proposition.
4. Include your Differentiators.
5. List your main competitors.
6. Include your Sales Presentations and Elevator Pitch (see Play #17).

Note: If you have not yet completed the exercise for Play #17, return to this worksheet and enter these items when they’re complete.

1. Determine your budget. How much do you plan to spend to execute the actions called for in the Marketing Plan?
2. Describe your tracking and follow-up. How will you track the results? How will you follow up with interested prospects?
3. Describe the tactics and methods, including frequencies, that you will use to carry out your Marketing Plan.
4. Once your Marketing Plan is complete, communicate it to the entire company.