

# MARKETING & SALES PLAN

## CHEAT SHEET

Creating a great product is just the first step in getting your new products to market. “You can have the best product in the world, but if you can’t sell it, then you still got it.” Marketing efforts need to target specific customer segments. Narrow your focus, because you cannot be everything to everyone. The riches are in serving the niches. Design your marketing strategies to attract the right customers and help you repel the wrong ones. You only have so much time and resources, so be focused & effective in your actions.

There are three key elements to a successful marketing/sales plan:

1. get customers
2. convert customers into sales
3. retain customers

**Marketing Strategy:** Your marketing plan outlines strategies of how you plan to get your product in front of the target consumer and convince them to buy. Ultimately, you are responsible for the consumer pull (demand) for your product off the retail shelf. It’s your job to create and maintain product interest and get it in the consumer’s shopping cart. There are many forms of traditional advertising commonly used to promote food products. These would include television, radio, magazine, trade shows, trade missions, point of sale, flyers, etc.

**Branding:** Branding and promotional advertising are common activities to build customer awareness, loyalty and to differentiate your product or service so it stands out in a sea of consumer products. What is your brand building strategy?

Three key brand elements:

- Establish the brand
- Connect the brand
- Protect brand

**Internet:** Today, product promotion and awareness can be achieved effectively on-line through a website and social media. On-line marketing combined with social media can be a powerful and economical marketing tool. The Internet allows you to give people information in a variety of forms and educate them about your product benefits and let them know when and where the products are available to purchase.

- Use social media to connect and build customer relationships.
- Link to product research to add third party credibility.
- Promote and sell the product benefits to the user.
- Tell where to buy your products.

## MARKETING TOOLS

List the marketing tools you will use and the anticipated outcomes and how you will measure their success.

PROMOTION STRATEGY	ANTICIPATED OUTCOME	MEASURE SUCCESS