





Essential Guide to Marketing Planning

Table of Contents

\sim	_	٠.	_	
ι,	()	v	$\boldsymbol{\leftarrow}$	ľ

Brief Contents

Contents

Preface

About the author

Acknowledgements

1 Introduction to marketing planning

Chapter preview: Marketing at Primark®

The role of marketing planning

The benefits of marketing planning

Marketing in practice: Red Nose Day®

The dynamic marketing plan

The process of marketing planning

Stage 1: Analyse the current situation

Stage 2: Research and analyse markets and customers

Essential checklist No. 1: Situational analysis

Stage 3: Determine segmentation, targeting and positioning

Stage 4: Set marketing plan direction and objectives

Stage 5: Plan strategies, programmes and support

Product and branding

Marketing in practice: Nestlé KitKat®

Price

Channel and logistics

Marketing communications and influence

Marketing support

Stage 6: Plan to measure progress and performance



Stage 7: Implement, control and evaluate the plan

Documenting a marketing plan

Internal audit: The starting point for planning

Three levels of planning for strategy

Marketing and the mission statement

Marketing in practice: Walmart®

Essential checklist No. 2: The mission statement

Chapter summary

A closer look: Marketing at Primark®

Apply your knowledge

Build your own marketing plan

Endnotes

2 Analysing the current situation

Chapter preview: Marketing at Loreal

Environmental scanning and analysis

Internal audit: identifying strengths and weaknesses External audit: identifying opportunities and threats

SWOT analysis

Marketing in practice: Experian®

Analysing the internal environment

Organisational resources and capabilities

Current offerings

Previous performance

Marketing in practice: Coles®

Business relationships

Key issues

Essential checklist No. 3: The internal environment

Analysing the external environment

Political factors

Economic factors

Social, cultural and ethical factors



Technological factors

Legal factors

Ecological factors

Competitive factors

Marketing in practice: Michelin®

Essential checklist No. 4: The external environment

Chapter summary

A closer look: Marketing at Loreal

Apply your knowledge

Build your own marketing plan

Endnotes

3 Analysing customers and markets

Chapter preview: Marketing at Ryanair®

Analysing consumer and business markets

Market definition

Market changes

Market share

Marketing in practice: Specsavers®

Analysing customers in consumer markets

Characteristics and needs

Cultural elements

Social connections and opinion leaders

Personal elements

Marketing in practice: Nappies in China

Essential checklist No. 5: Analysing customers in consumer markets

Analysing customers in business markets

Characteristics and needs

Organisational and environmental considerations

Internal and external relationships

Marketing in practice: Samsung® Electronics

Essential checklist No. 6: Analysing customers in business markets



Researching markets and customers

Primary and secondary research data

Conducting marketing research

Chapter summary

A closer look: Marketing at Ryanair®

Apply your knowledge

Build your own marketing plan

Endnotes

4 Segmenting, targeting and positioning

Chapter preview: Marketing at Nike®

Benefits of segmentation, targeting and positioning

The market segmentation process

Choose the market

Apply segmentation variables in consumer markets

Marketing in practice: Whitbreads Premier Inn®

Apply segmentation variables in business markets

Marketing in practice: BASF®

Evaluate and select segments for targeting

Essential checklist No. 7: Evaluating market segments

The targeting process

Undifferentiated marketing

Differentiated marketing

Marketing in practice: BMW® Group

Concentrated marketing

Individualised marketing

Segment personas

The positioning process

Deciding on differentiation

Applying positioning

Essential checklist No. 8: Planning for positioning

Chapter summary



A closer look: Marketing at Nike®

Apply your knowledge

Build your own marketing plan

Endnotes

5 Planning direction and objectives

Chapter preview: Marketing at Lego® Group

Marketing plan direction

Growth strategies

Non-growth strategies

Marketing plan objectives

Types of objectives

Financial objectives

Marketing objectives

Marketing in practice: Danone®

Societal objectives

Marketing in practice: Bring back the bees

Characteristics of effective objectives

Marketing in practice: Hyundai®

Essential checklist No. 9: Evaluating objectives

From objectives to marketing-mix decisions

Chapter summary

A closer look: Marketing at Lego® Group

Apply your knowledge

Build your own marketing plan

Endnotes

6 Planning for products and brands

Chapter preview: Marketing at Reckitt Benckiser®

Planning for products

Product-mix and product-line decisions

Cannibalisation



Marketing in practice: Competition and cannibalisation

Limited-time and limited-edition products

Product life-cycle decisions

New product development decisions

Marketing in practice: Tesla Motors®

Product attribute decisions

Quality and performance decisions

Feature and benefit decisions

Design decisions

Packaging and labelling decisions

Essential checklist No. 10: Planning for products

Planning for brands

Brand identity

Marketing in practice: Private brands

Brand meaning

Brand response

Brand relationship

Rebranding

Essential checklist No. 11: Planning for brands

Chapter summary

A closer look: Marketing at Reckitt Benckiser®

Apply your knowledge

Build your own marketing plan

Endnotes

7 Planning for pricing

Chapter preview: Marketing at IKEA®

Understanding price and value

Perceptions of value

Marketing in practice: LVMH®

Pricing based on value

Analysing influences on pricing decisions



Internal influences

Organisational and marketing plan objectives

Costs

Targeting and positioning

Marketing in practice: Poundland®

Product decisions and life cycle

Marketing-mix decisions

Essential checklist No. 12: Pricing through the product life cycle

External influences

Customers

Market and demand

Marketing in practice: Walt Disney®

Competition

Channel members

Legal, regulatory, ethical and sustainability considerations

Making pricing decisions

Setting pricing objectives

Pricing new products

Pricing multiple products

Adapting prices

Planning for prices to vary

Chapter summary

A closer look: Marketing at IKEA®

Apply your knowledge

Build your own marketing plan

Endnotes

8 Planning for channels and logistics

Chapter preview: Marketing at Burberry®

Analysing the value chain

The value chain for services

Flows and responsibilities in the value chain

Reverse channels



Planning for channels

Marketing in practice: Uniqlo®

Channel length decisions

Marketing in practice: Amazon.com

Channel member decisions

Retail trends

Marketing in practice: Pop-up shops

Essential checklist No. 13: Planning for marketing channels

Planning for logistics

Inventory decisions

Storage decisions

Transportation decisions

Order processing and fulfilment decisions

Essential checklist No. 14: Planning for logistics

Chapter summary

A closer look: Marketing at Burberry®

Apply your knowledge

Build your own marketing plan

Endnotes

9 Planning for communications and influence

Chapter preview: Marketing at Hyundai®

The role of marketing communications and influence

Word of mouth and buzz marketing

Understanding marketing communications tools

Advertising

Sales promotion

Personal selling

Direct marketing

Public relations

Marketing in practice: Unilever®

Developing a plan for marketing communications and influence



Define the target audience

Set the objectives and the budget

Consider legal, regulatory, social and ethical issues

Plan for tools, messages and media

Plan for pre- and post-implementation analysis

Schedule, implement and evaluate the campaign

Marketing in practice: Neuromarketing and advertising

Integrated marketing communications

Planning advertising

Planning messages

Planning media

Essential checklist No. 15: Planning for media

Planning sales promotion

Planning for customer sales promotion

Marketing in practice: Birchbox®

Planning for channel and sales force sales promotion

Essential checklist No. 16: Planning for sales promotion

Planning personal selling

Planning direct marketing

Planning public relations

Defining the public

Planning and evaluating PR activities

Chapter summary

A closer look: Marketing at Hyundai®

Apply your knowledge

Build your own marketing plan

Endnotes

10 Planning for digital, social media and mobile marketing

Chapter preview: Marketing at Dominos®

Planning for digital marketing



Digital advertising and ad blockers

Websites and optimisation

Content marketing

Essential checklist No. 17: Planning for content marketing

E-mail and chat marketing

Legal, ethical and regulatory issues

Planning for social media marketing

Control of conversations in social media

Marketing in practice: Responding to negative social media comments

Viral marketing

Marketing in practice: Knorr®

Planning for mobile marketing

Mobile apps and mobile payments

Marketing in practice: Starbucks®

QR Codes

Location-based mobile marketing

Privacy, security and legal issues

Chapter summary

A closer look: Marketing at Dominos®

Apply your knowledge

Build your own marketing plan

Endnotes

11 Supporting the marketing strategy

Chapter preview: Marketing at Metro Bank®

The role of customer service and internal marketing

Marketing applications of customer service

Customer relationships

Marketing plan objectives

Marketing applications of internal marketing

Planning for customer service

Determining service levels



Marketing in practice: Net-A-Porter®

Planning for good service throughout the relationship

Marketing in practice: Fairmont Hotels®

Monitoring customer perceptions of service

Planning for service recovery

Essential checklist No. 18: Planning for customer service

Planning for internal marketing

Employees and the brand

Marketing in practice: Nike®

Strategy for internal marketing

Chapter summary

A closer look: Marketing at Metro Bank®

Apply your knowledge

Build your own marketing plan

Endnotes

12 Planning for implementation, metrics and control

Chapter preview: Marketing at McDonalds

Tools for evaluating implementation

Measuring progress with metrics

Selecting metrics

Applying metrics

Marketing in practice: Barclays Bank®

Essential checklist No. 19: Planning metrics

Forecasting and the planning process

Types of forecasts

Market and segment sales forecasts

Marketing in practice: Airbus®

Company and product sales forecasts

Costs of sales forecasts

Channel forecasts

Forecasting approaches and data sources



Preparing budgets and schedules

Budgeting methods

Budgets within budgets

Planning schedules for implementation

Marketing in practice: BMW®

Planning for marketing control

The marketing control process

Actions based on marketing control

Levels of marketing control

Types of marketing control

Essential checklist No. 20: Evaluating implementation

Contingency plans and scenario planning

Chapter summary

A closer look: Marketing at McDonalds

Apply your knowledge

Build your own marketing plan

Endnotes

Appendix: Sample marketing plan: Lost Legends Luxury

Chocolatier

Glossary

Index

