

[Product Name] Public Relations and Marketing Plan

[Your Name]

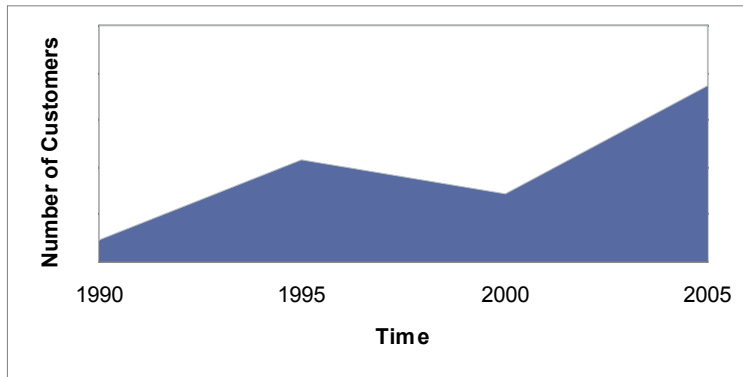
RESEARCH AND MARKET SUMMARY

Market: Past, Present, and Future

Review changes in the market, which can include:

- Market share.
- Leadership.
- Players.
- Competition.
- Market shifts.
- Costs.
- Pricing.

Market Cycle



Product Definition

Describe the product or service being marketed. Use the Positioning Framework and include customer benefits, key features, Positioning Statement (customer promise), supporting information and tagline if appropriate.

COMPETITIVE LANDSCAPE

Provide an overview of product/service competitors.

Competitor A

- Competitors' strengths
- Competitors' weaknesses

Competitor B

- Competitors' strengths
- Competitors' weaknesses

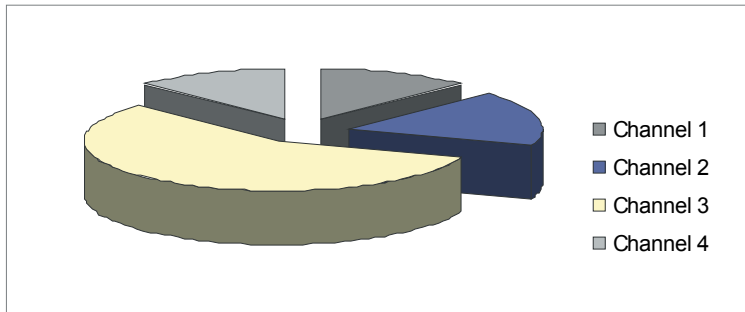
DISTRIBUTION

Distribution Strategy

Summarize how the product is distributed and who are the channels of distribution.

Distribution by Channel

Illustrate what percentage of distribution will be contributed by each channel. A pie chart might be helpful.



VERTICAL MARKETS/SEGMENTS

Discuss vertical market opportunities such as healthcare, telecommunications, retail, manufacturing, etc.:

- Discuss specific market segment opportunities.
- Address distribution strategies for those markets or segments.
- Address use of third-party partners in distributing to vertical markets.

INTERNATIONAL (IF APPLICABLE)

International Distribution

Discuss:

- Distribution strategies.
- Issues specific to international distribution.

International Pricing Strategy

Explain the strategy for marketing within other countries.

Translation Issues

Highlight requirements for local product variations.

RESEARCH: EXISTING, REQUIRED AND CONDUCTED

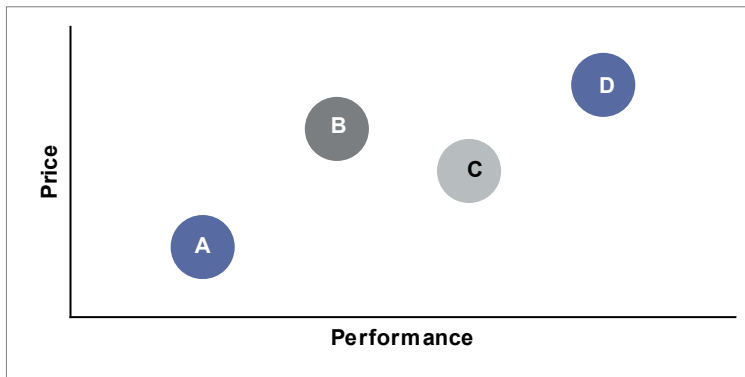
Identify and share relevant existing market research, research required and research you intend to conduct (or are conducting at the time). This is a good place to include base-line satisfaction and awareness data if available. Also attitudinal and behavioral baselines as well as any brand recognition or branding research (ie positioning, usability, logo and image, focus group results, etc.)

PRODUCT COMPARISON AND POSITIONING

Positioning of Product or Service

Distinctly define the product in its market and against its competition over time.

Position each competitor's product against the new product.



Consumer Promise (from the Positioning Framework)

Summarize the benefit of the product or service to the consumer. Include customer's positioning and any changes or enhancements that need to be highlighted for the PR activities.

COMMUNICATION STRATEGIES

Messaging by Audience

List positioning and messages for different audiences. Consider what messages need to be slightly re-positioned for different media and audiences. For example; Business press and customers Vs. Educational press and university customers and students.

Targeted Consumer Demo/Psychographics

List the demographics/psychographics for the targeted customers

CAMPAIGN OBJECTIVES

OUTPUT OBJECTIVES (The work you will do both short-term and long-term)

IMPACT OBJECTIVES (The results you will achieve with the campaign)

LAUNCH STRATEGIES (IF APPLICABLE)

Launch Plan

Discuss launch plan if the product is being announced.

Promotion Budget

Supply backup material with detailed budget information for review.

Promotional Schedule

Sample PR Planning template

Month	Activity	Target audience	Type of media	Key messages	Communication Method	Evaluation	Resources
April	Launch of new project	Local people	Local radio/local media	<ol style="list-style-type: none"> new project for mothers and children fun and free 	Press coverage in local media – press release Interviews on local radio? Posters and flyers in libraries	Number of enquiries	Printing costs of posters and leaflets
May	Announcement about new Director	Social workers/professional peers Local people	Professional/trade media Local media/local people	<ol style="list-style-type: none"> Need to secure new funding streams Impressive track record (examples) 	Press releases Photocall at project	Press coverage achieved	N/a
	W/c 15 th – report on research project published	Social workers/professional peers MPs, MSPs, local authorities	Professional press National press/national radio Holyrood magazine	<ol style="list-style-type: none"> need to secure new funding streams clear need for this service (give figures) first of its kind in Scotland 	Press release Feature article Letter to MPs and MSPs inviting them to visit	Press coverage achieved Number of visits	

ADVERTISING STRATEGY AND EXECUTION (IF APPLICABLE)

Give:

- Overview of strategy.
- Overview of media and timing.
- Overview of ad spending.

OTHER PROMOTION

Direct Marketing

Give:

- Overview of strategy, vehicles, and timing.
- Overview of response targets, goals, and budget.

Event Plan

Describe the events and justification for participation including who and how many expected to attend. Also include a detailed timeline and calendar of activities and events including dependencies and owners

Third-Party Marketing

Describe co-marketing arrangements with other companies.

Marketing Programs

Describe other promotional programs.

PACKAGING AND FULFILLMENT (IF APPLICABLE)

Product Packaging

Discuss:

- Form-factor, pricing, look, and strategy.
- Fulfillment issues for items not shipped directly with the product.

PRICING AND POLICIES

Pricing

Summarize specific pricing or pricing strategies, and compare to similar products.

Policies

Summarize policies relevant to understanding key pricing issues.

EVALUATION PLAN/SUCCESS METRICS

List:

- First 6 month objectives and the plan to evaluate whether or not these objectives have been reached.
- First 12 month objectives and the plan to evaluate whether or not these objectives have been reached.
- Additional year goals *if applicable.
- Additional requirements & measures of success/failure for success.

Additional Materials – Simple PR Plan/table

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