

Direct Mail and Digital Marketing Plan Template

Your team Marketing Plan Presentation will consist of the following 10 sections

1. Introduction

- a. The team

2. Company Overview

- a. Brief description of company and new situation

3. Marketing Objectives/Goals

- a. What does company want to achieve?

4. Market Research

- a. Market Insights

5. Segmentation, Targeting and Positioning (STP)

- a. What market segment are you in?
- b. Who is your customer (personas)?
- c. How do they buy?
- d. How do you compete against competition?

6. Messaging Strategy

- a. Define key message(s) to promote this opportunity

7. Direct Marketing Campaign

- a. How will you promote new product/service/brand with direct mail?
- b. How does it integrate with digital elements?
- c. Creative concept - present creative idea with mock-up of campaign

8. Financial Projections

- a. ROI

9. Implementation Plan

- a. How and when?

10. Measurement

- a. How can we assess success or failure of direct marketing campaign?