

Workshop 2: Marketing Plan and Presentation brief

Session objective

Marketing Plan: The actions you take and the resources required...

- To make the product
- To name, brand and package it
- To engage key audiences: media, incentives and messages and activities for - staff; customers; distribution partners.

The purpose of this session is to build on session 1 and work through the action plan required to deliver the strategy.

Your brief

Your team has 30-40 minutes to discuss and debate and reach conclusions about what is the way to execute the strategy.

By the end you need to be able to articulate the following in a 5 minute presentation to the conference

(from session 1)

- For this segment...
- Our experiences in the market are that customers value x, y, z
- They currently get this from....
- Their dissatisfactions/unserved needs are these...
- We can design a product like this...
- Whose value proposition is...
- And commercially operates like this...

(from this session)

- This means we will construct the product using these resources...
 - And we will brand and package it like this with these brand communications
- We will take it to market like this:
 - With this brand, these messages and activities in this way and with this tone
 - With this distribution model and these organisations and this programme, events, activities and incentives
 - With this promotional programmes, creating these assets, managing these outbound programmes using these media, events, programmes, activities and these incentives
 - Engaging with these influencers in these ways and with this programme, events, activities and incentives

Questions to debate and answer

Thinking about the Product strategy that works best for these types of customers, what's the best plan to take it to market:

- a) How will we put the product together?
 - Who provides the services/materials?
 - Commercial agreements?
 - Service level agreements?
- b) What's the best way to brand and package this
 - Your company/the technology product/education brand/third party
 - What endorsements add value to this?
- c) What's the most cost effective role of a website for promotion, conversion and transaction management?
- d) What are the best mechanics to gain and support distribution internally? What internal incentives work best? What gets people's attention?
 - Commissions; Events; training; sales promotions
- e) What are the best mechanics to gain and support distribution externally?
 - Commissions; Events; training; Sales promotions
- f) What is the best way to stimulate leads?
 - Via Channel/Internal sales/through partners or direct to customer?
 - Role of Collateral: what sorts work best?
 - Outbound: e shots
 - Website
 - Other: internal departments; partners – which? etc
- g) What's sales promotional techniques work to incentivise leads and conversions and with what response rates/ROI?
- h) When is the best time to promote purchase and why?
- i) Who are the Influencing community who influence or promote our product to the customer and how best can we engage them and our customers?
 - e.g Media, consultants, regulator, professional body, other customers (case studies, endorsements)
- j) What's the role of social networking, communities, other digital media in stimulating sales?
- k) Payment systems: are there any innovative credit or token type systems that work well for this segment? Do managed service finance arrangements allow for a greater attachment rate?