



Module 6: **Developing a Comprehensive Marketing Plan**

PRE-WORK: READING

1. Overview

What goes into a marketing plan?

What is marketing and why is it important?

What does a marketing plan involve?

2. Creating a Marketing Plan

Types of campaigns of marketing campaigns

- a. In-store, sampling, trade events, social media, influencer marketing, and digital campaigns

Summary: *Creating and executing on a strategic marketing plan, setting and tracking KPIs, and measuring ROI of campaigns*

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What You'll Learn:

- ✓ *Types of campaigns of marketing campaigns*
 - a. *In-store, sampling, trade events, social media, influencer marketing, and digital campaigns*
- ✓ *Planning & budgeting marketing campaigns*
- ✓ *Trade Promotions*

Featured Speaker: Jen Cafferty

Marketing Plan

A marketing plan is the actionable and detailed plan related to your marketing budget. It is the what, when, how, and where that will be divided into various categories. The industry average of marketing spend is 10%, but many brands invest heavily up to 25% or more in the first year in order to create brand-buzz and awareness that will set the stage for future sales if executed well.

Trade Marketing:

Trade Marketing relates to the marketing activities and related budget in order to promote your brand and product. Product placement, advertising, public relations, promotions, events and trade shows are all examples of marketing opportunities used to connect with and influence potential customers.

We covered previously the importance of defining your core consumer and target audience. Not only does knowing your target audience allows you to understand what the content and key messaging of your advertisements and campaigns should be - it also allows you to be informed in your choice of media platform(s). Who your target is will determine whether TV, online, radio, print, or which combination is optimal, as well as which channels, sites, or publications within those broad categories.

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The goals of your marketing are to:

1. **Build Brand Awareness** - the most important part of launching a new brand is to communicate and create brand awareness. This applies to distributors, retailers, wholesalers, and of course to consumers who need to know your brand.
2. **Create Brand Preference** - connecting with your core target audience allows you to communicate your brand attributes which will create a preference for your brand. What is the core "why" you are communicating that will allow your target consumers to connect with and prefer your product/brand?
3. **Influence Purchasing** - Some of your trade marketing spend will be able to be tracked in the case of coupons redeemed, but most will not. The majority of your marketing will be to create an environment in which buyers, and consumers will want to purchase your product related to a cumulative effect of your overall marketing plan across multiple platforms.

3. Executing on a Marketing Plan

Brand Communication - Developing a clear communication message is vital and should be able to immediately describe your product/brand in a memorable way that will gain attention in the market-place. Remember, the market-place is growing increasingly crowded, so keep in mind your goal to make your product/brand stand out.

- How do you distill your brand story and elevator pitch into a headline that catches someone's attention?
- Visual - photos, icons, brand colors, brand fonts
- Words - be consistent with brand voice and messaging

This brand communication will flow from advertisements, sell-sheets, signage, trade-show booths and your website. Consistency of a brand message is vital to its success.

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Remember that when you are “selling” into various audiences you have to consider what problem your product solves for them and how to best communicate this.

- Distributors - free-fill, trade support, customer awareness, small case size
- Specialty - unique product, on-trend flavor/ingredients, premium, packaging design
- Natural - ingredient panel, nutritional panel, call-outs, sustainability or other social impact, trade support, sampling.

In addition to your sales team’s direct contact with the trade industry, following below are the major outlets or ways to communicate to the larger trade industry:

- **Trade Shows** - regional product expos, distributor driven, consumer driven, segment driven (health, kosher, plant-based, etc.). May result in press, awards, etc.
- **Editorial Mentions** - press pieces often coming from trade show exposure or PR
- **Trade Magazine Advertising** - paid advertising to get recognition early on
- **Online Marketing** - a comprehensive digital marketing strategy

Marketing Calendar & Budget - For each of the previous sections, develop a detailed calendar plan that relates to your marketing budget. Every segment of your marketing plan should be mapped out for the year for the purpose of budgeting, planning, and communications prior, during and post the event.

This process is especially helpful for social media messaging and PR planning, as every month has a holiday, health related focus, which you can use to promote your brand messaging in various ways.

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Example

Trade Show	January	February	March	April
Retail	Winter Fancy Food Show	Nat Product Expo West		
Distributor				Kehe Table-Top
Segment	Health Fair		Vegan Festival	

As you fill in the sections for each category, remember to allocate an estimated cost amount to each in order to ensure you have budgeted properly. This is especially important for your first year in business, as you want to go back and true-up your estimates with actual costs and then forecast your future spends accordingly.

Hiring an internal Marketing Director or Chief Marketing Officer (CMO) is not always necessary in the first year, and hiring an outsourced one can save you money if you are not taking this on yourself.

4. Consumer & Trade Promotions

Maximising The Impact of Consumer Promotions

Consumer promotions in store is an extremely important tool and is what the most successful Brands have learned to do with the most impact. The key components to a successful promotion are the following:

- Well defined objectives
- Integration with other marketing objectives
- Targeted audience
- Proper and timely execution
- Retail support

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Promotional Objectives

- Introduce new product
- Encourage repeat purchase
- Develop loyal consumers
- Reinforce brand advertising
- Reinforce trade promotions
- Reinforce PR campaign
- Increase purchase rate of product - more per purchase
- Increase frequency
- Sell-out - Move product off shelf to make room for new SKU

Integrated Marketing Efforts

Once an objective is developed, ensuring the objective is integrated into an overall plan or calendar is important. The more the efforts are compounded with other marketing efforts such as PR, social media or advertising spend the more chances the consumer is to respond.

Targeting Your Core Consumer Audience

Using your brand voice and connecting to what is important to your target consumer is crucial in an effective promotion. For example, knowing that a snack-pack makes it easier for parents to pack their kids lunch will help target messaging for this consumer when promoting high frequency purchasing.

Execution & Timeliness of Promotion

Implementation of promotions are not always easy. They may require advanced planning, marketing collateral, promotional pricing changes, coupons, etc. The details are crucial to successfully execute these promotions, things like expiration dates, product codes, branding, retailer buy-in for promotion are the keys to success and can make or break a promotion.

Increased sales through couponing, and especially sampling require increased inventory which requires advanced planning. I have seen sampling events crash in disaster when the product is sold-out in two hours when there are another four hours of sampling planned. Worse yet, the store is then out of product for the next few days until their next delivery.

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Promotional Tactics Ranking by Consumer Influence

Coupons in mail	87%
Product samples	84%
Coupon in magazine	80%
Coupon in store	76%
Educational literature	72%
Newsletters	71%
In-store demonstration	64%

Additional Reading:

[How To Connect With Wellness Consumers](#) | Project Nosh

[How Clean Label Went From Differentiator To Standard](#), | FoodDive

[Snacking Is Rising On All Occasions](#) | FoodDive

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