

The World's Shortest Marketing Plan

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Jerome McCarthy's 4 P's

| | What | Why | When | How | How much | Who |
|---|--|------------------------------|--|---|--|---|
| Product -Incl. Aftersales & service | What products/ services do you need? | What need does it fill? | When do you need it? | How will the need be filled? | Product/service cost, volume sold, etc. | Customer segments to be targeted. |
| Price | What price will you sell for? | Why is that the right price? | How long will that price be valid? | How will the price develop over time? | How much sales and margin will be created? | Different prices for different segments? |
| Place | How will your products/ services be distributed? | Why choose these channels? | When do customers choose various channels? | How will we create or use these channels? | What are the costs/benefits of these channels? | How do different segments use different channels? |
| Promotion | What types of promotion will be used? | Why choose these activities? | Timing: Launch, lifecycle, etc. | How will promotions be executed? | Costs/benefits of these promotions. | Target groups for various promotions. |

Think in terms of the interaction of customer and product/service lifecycles as well as competitive response.
Feel free to add other P's as needed ie process, people, physical evidence or performance.