



Sixth Session:

Marketing Plan

Ayat Tadjalli

Agenda for today



1

Marketing Plan

2

Website, SEO and Marketing
By: Annie Rahmati





Marketing Plan



Value
positions



Customer
Relationship



Customer
Segments

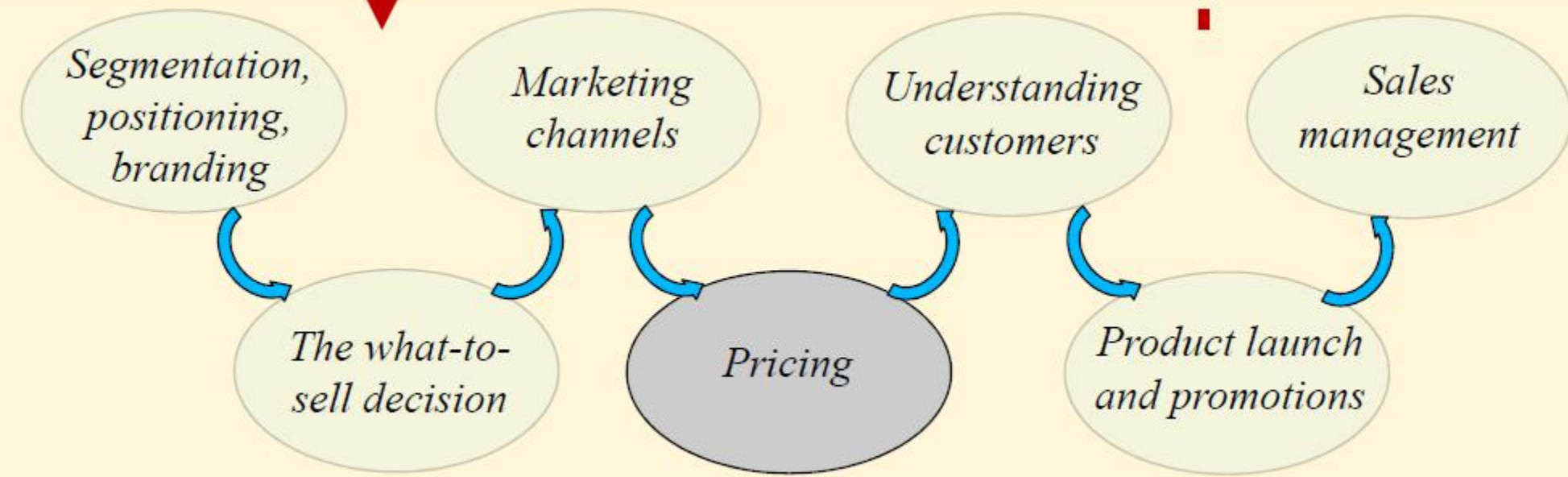


Channels



Revenue Streams







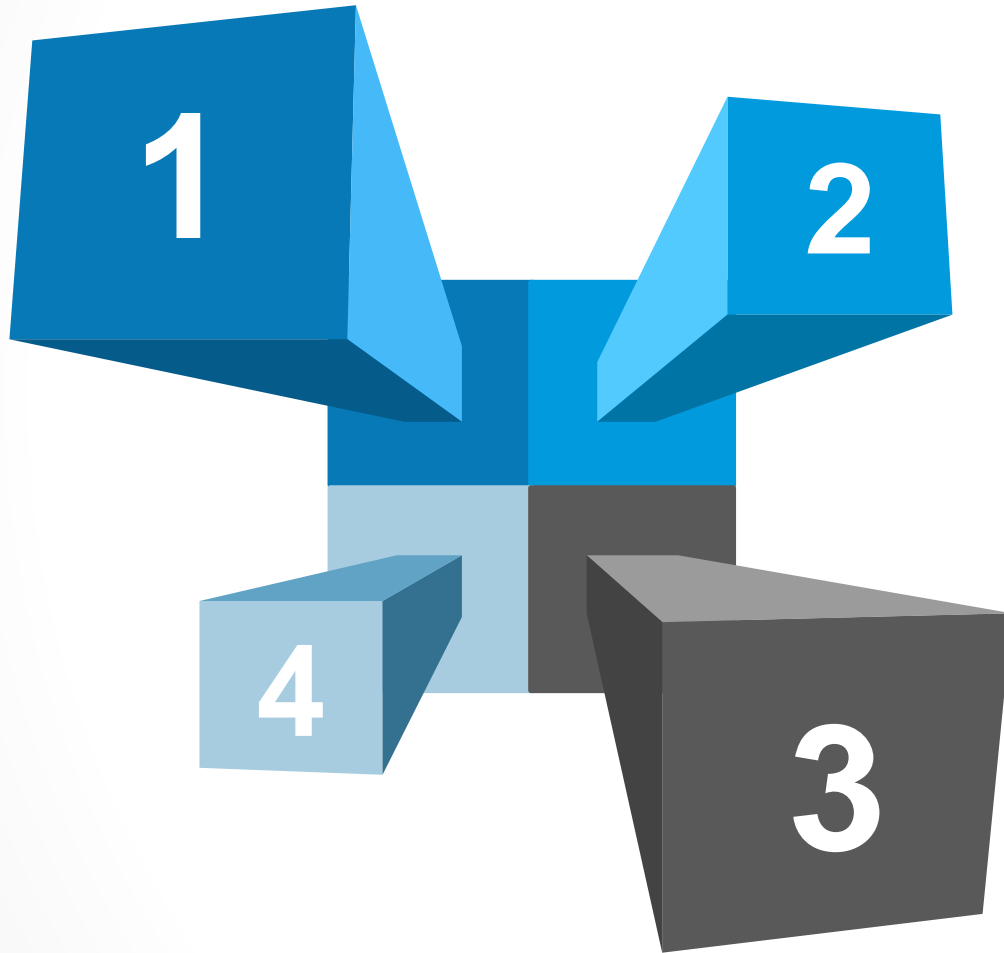
What should include

- 1 Marketing Objective and Strategy
- 2 SWOT Analysis
- 3 Target Market
- 4 Pricing and Positioning

What should include

- 5 Channels and Distribution Plan
- 6 Risk Management
- 7 Marketing Mix
- 8 Digital and Online Marketing Plan

Marketing Objective



Invest in marketing



Activate your loyal costumers



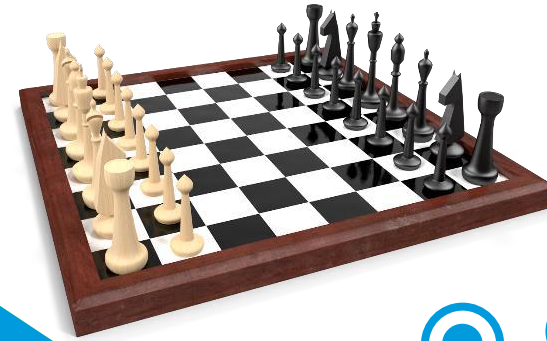
Build your community



KSFs



Marketing Strategy



Plan and Budget



Research



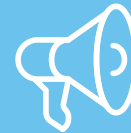
Channel



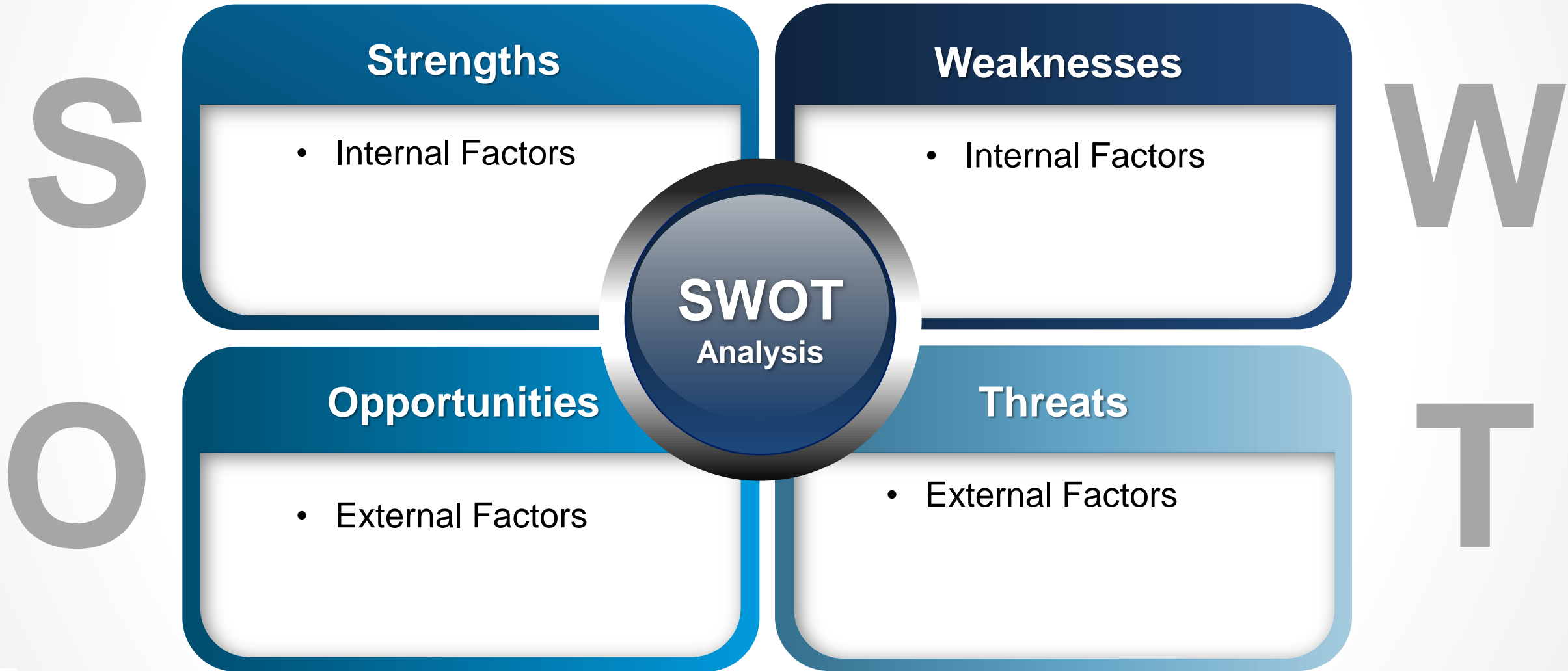
Target



Promotion



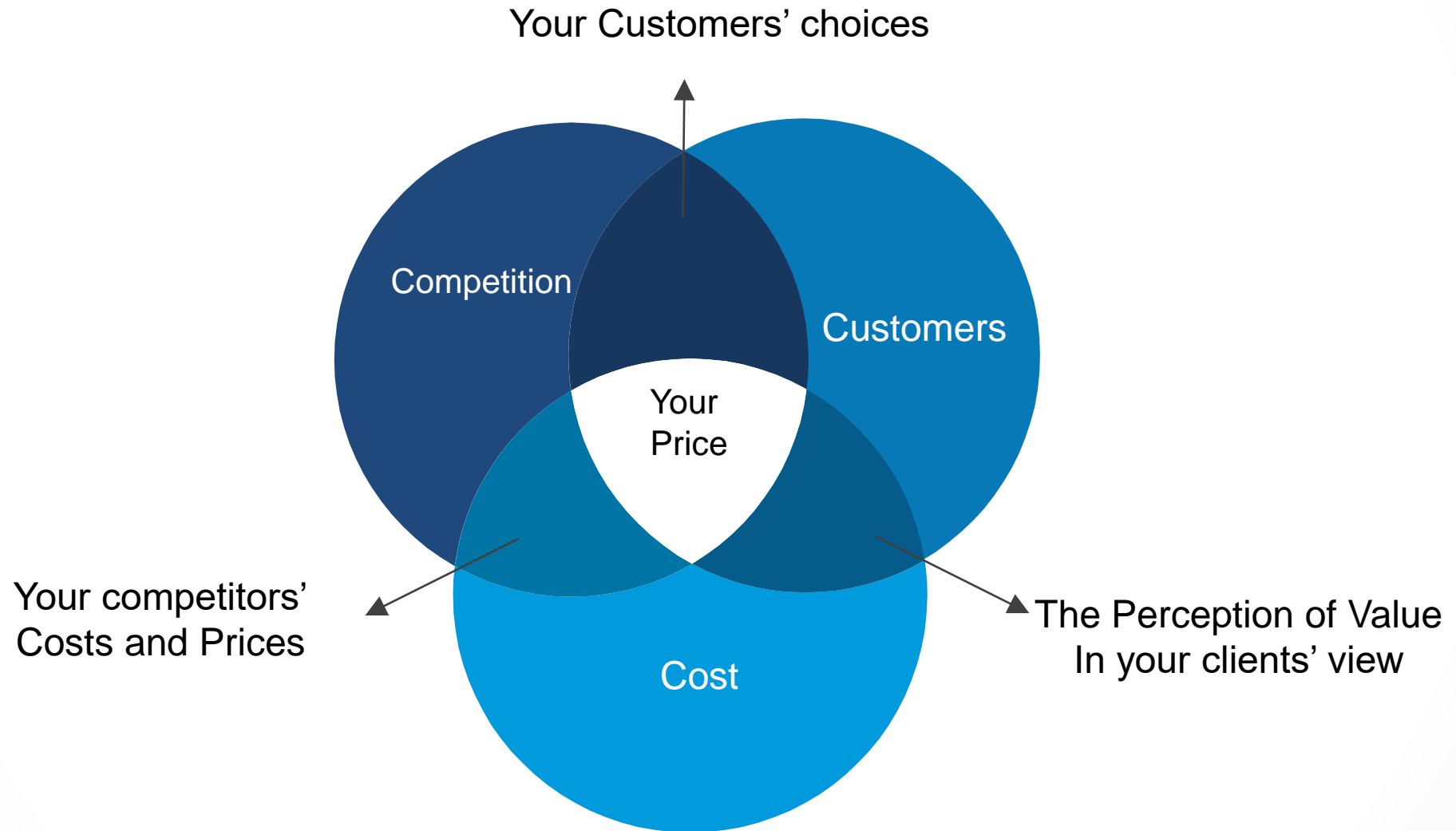
SWOT Analysis



- **TARGETING**
- Your Target and Niche Market



Pricing



Price your Product by:

Pricing Decision are part of product design decision



KYC

01

Know Your Customer



02

Know Your Cost



03

Know Your Competition



04

Know Your product Characteristics



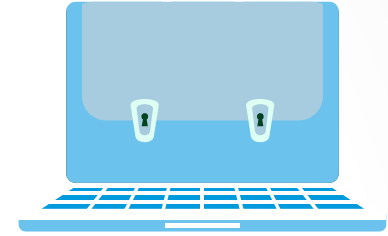
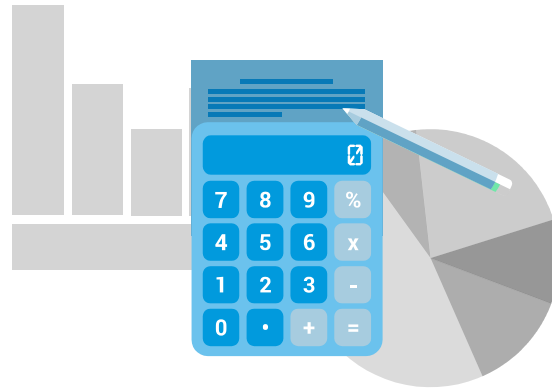
05

Know Your Channel

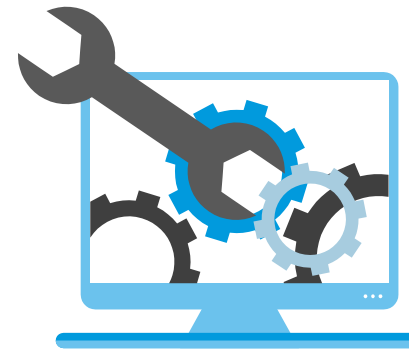
06

Know Your Cs' outlook





CHANNELS DISTRIBUTION PLAN



Risk Management





**SUCCESS IS 20% SKILLS
AND 80% STRATEGY
YOU MIGHT KNOW
HOW TO READ BUT
MORE IMPORTANTLY
WHAT'S YOUR PLAN TO READ?**

Jim Rohn, Entrepreneur, Author & Motivational Speaker (1930 – 2009)





Questions?

You may type your question in the Chat area or raise your hand to speak



THANK YOU

