

Marketing Action Plan (MAP)

Business Name		Date
Product -- Core Product/Service	Primary Value / Problem Solved for Customer	
Key Physical Attributes of Our Product/Service	Key Intangible Attributes of Our Product/Service	
Positioning Statement - How we want customers to see our product/service and our business? (3-4 descriptive words)		
Market Segmentation and Targeting -- Who are the primary groups of customers to target?		
Primary Target Customer Segment	Important Needs/Values of Buyers in Primary Target Segment	
Secondary Target Customer Segment	Important Needs/Values of Buyers in Secondary Target	
Competitive Analysis -- Who are our competitors and how do we want to compete?		
Primary Direct Competitor	Secondary Direct Competitor	Indirect Competitor
Key Competitor Advantages to Overcome		Key Competitor Disadvantages to Exploit
Key Differential Advantages of Your Product/Services Over Competitors		
Place (Distribution) Strategy -- What distribution channels we will use to move our product to our customers?		
Pricing Strategy -- How we want our prices to compare relative to our direct competitors?		
Promotional Strategy - How we will communicate our value offer to our target customers?		
Public Relations (Where, How Much, When)	Advertising/Media/Word-of-Month (Where, How Much, When)	Direct Communication / Internet (Where, How Much, When)
Critical Next Steps -- Important next action steps we need to take		
Action Step	Date	Action Step
		Date
Selling Strategy --		
Probing Questions -- What questions can we ask customers that will help us identify needs, problems, and values?		
Question #1	Question #2	
Features and Benefits -- What are the features and benefits about our products/services that we will emphasize in talking with customers?		
Feature # 1	Feature # 2	
Benefit	Benefit	
Anticipated Objections -- What are the most likely concerns customers might have about our offer and how we can respond?		
Objection # 1	Objection # 2	
Solution	Solution	