

Market Planning Checklist

Before you launch a marketing campaign, answer the following questions about your business and your product or service.

- Have you analyzed the market for your product or service? Do you know which features of your product or service will appeal to different market segments?
- In forming your marketing message, have you described how your product or service will benefit your clients?
- Have you prepared a pricing schedule? What kinds of discounts do you offer, and to whom do you offer them?
- Have you prepared a sales forecast?
- What type of media will you use in your marketing campaign?
- Have you planned any sales promotions?
- Have you planned a publicity campaign?
- Do your marketing materials mention any optional accessories or added services that consumers might want to purchase?
- If you offer a product, have you prepared clear operating and assembly instructions? What kind of warranty do you provide? What type of customer service or support do you offer after the sale?
- Do you have product liability insurance?
- Is your style of packaging likely to appeal to your target market?
- If your product is one you can patent, have you done so?
- How will you distribute your product?
- Have you prepared job descriptions for all of the employees needed to carry out your marketing plans?