

Marketing Plan 2010

Business goals	To launch new product To achieve sales of £? By December
Marketing goals	To generate ? enquiries in store To generate ? enquiries online To generate ? contacts from social networks
Marketing budget	£?

Quarter	Activity	Done	Outcome of activity
1st quarter	Press release online and to local publications and specialist publications In store promotion Online promotion Announce new product on Twitter Increase following on Twitter SWOT analysis		
2nd quarter	New product special deal to loyalty club members SWOT analysis		
3rd quarter	Pre tell loyalty club members of up coming 3 for 2 offer 3 for 2 offer in store 3 for 3 offer online 3 for 2 offer on Twitter Plan displays and packaging for Christmas promotion SWOT analysis		
4th quarter	Plan packaging and displays in store for January sales SWOT analysis Plan marketing for next year		