

Marketing Scenario – Worksheet

By: Greg Kronlund AIB

Your team is developing a marketing strategy for the upcoming annual show. To develop these plans, you are using the Four P's.... Product, Price, Place and Promotion. In addition, you realize that this approach can also determine the strategies for Singing Valentines, and Membership Recruitment. Your task is to develop the annual show strategy. Begin by answering the following questions... and then determine benchmarks dates. Your annual show is May 20th.

1. Product:

What is the product?

Who uses or buys the product?

Does the product have mass appeal, or is it a niche product?

Is there any part of your product that requires extra explanation?

What age group predominantly uses the product now?

What age group do you want to attract to the product?

Which gender uses the product most?

Who in the household decides to purchase the product?

Has your product developed a brand with your current customers?

Has the product had an improvement over last year?

Does your product require a certain age, gender, income, or educational level, to use or enjoy the product?

Can the product develop new customers?

Are there any product changes that need to be considered?

2. Price:

How much does the product cost?

What is the product worth to your customer?

Does cost deter customer usage?

What income level is required to purchase the product?

What is the true value of the product to your customer?

Is the price negotiable?

How does price affect your customer?

Time is a factor of price... is time a customer consideration?

Can you use price to increase sales or alter customer behavior? If so, how?

3. Place:

Where is the product available?

Has your place changed in the last four years? (Typically, it takes three years to re-introduce your product after a substantial change)

Is the place brick and mortar?

Is the place online?

Where will your customer purchase the product, on location, remote location, internet, other?

How will the customer find the place?

What place does your product hold in the customers mind? Current Customer? New Customer?

4. Promotion:

How do you communicate your product's story? Word of mouth, print, broadcast, social media, posters, billboards, sky writing?

What is the products message? (A message your customer will understand and relate to).

Based on the customer information you developed in the first three steps, what form of communication does your customer use most often?

What communication Platform will best reach your current customers?

What communication Platform will best reach your potential new customers?

Based on the information you have prepared above determine:

Is the product considered:

Big Ticket item?

Medium Ticket item?

Budget Ticket item?

Primary Age Group of current customers

18-24, 25-34, 35-44, 45-64, 65-80, 80+

Secondary Age Group

18-24, 25-34, 35-44, 45-64, 65-80, 80+

Primary Gender of end user (Skews more men over women- women over men- or is it equal?)

Primary Decision Maker to purchase

Income level required to purchase

Educational Level required

Primary Customer Information Platforms:

Newspaper, Nickel Papers, Radio, TV, Billboards, Internet, social media, other

Secondary Customer Information Platforms:

Newspaper, Nickel Papers, Radio, TV, Billboard, Internet, social media, other

A child under the age of 12 diminishes expendable income- Will this affect your product sales?

Are there any unique skills or knowledge required to purchase the product?

Outcome:

Based on all the information you have gathered determine a promotional campaign. Include advertising, promotion events, public relations (free advertising). If money is no object, what advertising outlet would you use to support your current and secondary customers.

(Hint: current customers already use your product; secondary customers are the ideal customer you would like to get. Never sacrifice current customers to gain ideal customers; you must increase one without losing the other.)

[BACK to MARKETING](#)