



The Sun Media House

Driving Marketing Excellence

Simple Marketing Plan

Remember, this is a hypothetical Market Plan. We are making broad assumptions. The only market research we have done is through secondary Data using the internet. This can be used as the template but cannot be copied as it is.

This Document will be divided into three parts:

- **Diagnosis**
- **Strategy**
- **Tactics**

Diagnosis

Let's suppose we are writing this plan for a company that has just launched security products in the Chicago Market. You hired The Sun Media House. We have a challenge to create the marketing plan for the company. We also need to devise effective tactics. You have had some success selling security devices (such as cameras and doorbells) to customers.

Here are your main offers:

- **Home Automation – Equipment**
- **Security**
- **Home Intelligence**

They offer home monitoring and do not sell anything standalone, with three tiers of monitoring available. These services can be used for both personal and business purposes; however, for our purposes, we are only considering personal use.

Market Data

Chicago has roughly 1.13 Million households (Rented/Owned)

If we look at the stats for security installations for the USA, about 31% of households have some security device installed. Out of 31%, 10% of the households are DIYers and don't have a security system installed, and like self-monitoring. (Source: PR Newswire).

Let's use the above stats and impose them on the Chicago market. We don't have local data, so this is the best we can do for now.

So here is the Market:

Total Potential customers	1.13 million
Customers with No Security systems	779,700
Customers with a DIY solution	113,000
Customers with Security Systems (subscription)	237,300

As you can see from the table above, we have done a broad and generalized segmentation of the market. This does not actually tell us how people buy. How do we improve on this? By gathering data. Once we start selling, we can even look at who we are selling to, collect user feedback, and use surveys to do a more detailed segmentation to improve our plan further.

The Biggest problem we face is that, as a new company in the market, we lack awareness. Nobody knows who we are.

Strategy

Now comes the most important part: Who do we target and who not to?

Let's give segments a name:

- **Customers without any Security at home:** Unprotected Subscribers.
Characteristics: Rely on locks/lights, haven't invested yet.
- **DIYers:** Tech-Savvy Subscriber
Characteristics: Tech-savvy, cost-conscious, often renters or first-time adopters.
- **Customers with Security at home:** Secured subscriber.
Characteristics: Already paying for services to competitors such as ADT, Vivint, or similar.

This segmentation makes it easy to decide whom to target; we will only target Unprotected and Secured Subscribers, as we don't have anything to sell to Tech-Savvy Subscribers.

We also have limited marketing funds that we can spend, so making our target as narrow as possible helps us spend more effectively.

Positioning

Not having any marketing data comes back to bite us in positioning. For now, we are going to make assumptions for each segment we are targeting; these may or may not be correct (Basically pulling these out of the air, if you do Market research, it gives you the answer).

1. Unprotected Subscriber:

What: Entry-level bundle, offering education and Peace of mind

Versus: Not having peace of mind.

Is: Security that provides peace of mind.

2. Secured subscriber

What: Home automation and intelligence.

Versus: Old systems that are less efficient and not intelligent.

Is: Provides the latest technology, making the house more intelligent and efficient, with superior support.

Objective

So, our most significant issue is that no one knows the company, and it's hard to sell if no one knows you.

Objective 1: Increase sales with short-term activation marketing.

Objective 2: Increase awareness, so people know the brand exists.

Objective 3: Associate the brand with high security.

Tactics

Let's start with basic communication:

1. Creating all the social media accounts.
2. Creating posters for each segment.
3. Creating a website, setting ad accounts.

This is also where we look at the budget. Let's assume we have a budget of \$10000 a month.

1. Creative creation - \$2000/month
2. Running ads – \$3000/month
3. Mail-in or other media buying- \$4000/month
4. Printing Flyers- \$1000

These are hypothetical choices, and generally, more thought goes into where the marketing budget is spent.

This is generally a 12-month plan and gets revised every 12 months.