

CONTENT MARKETING PLAN OUTLINE TEMPLATE

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SERVICE ID	SERVICE NAME

DATE	AUTHORED BY

SERVICE

What problem does your service solve?	
How is your service different from your competitors' offerings?	
How will it benefit your customers?	
What is the unique value of your service?	
What features does it include?	
What extra products or warranties come with the service?	

PRICE

What are the current market conditions?	
What are the current economic conditions?	
How much does it cost to perform this service?	
How does your price compare with that of similar services and competitors?	
What are customers willing to pay for your service?	
Can you offer more than one price point for target markets?	
Can you offer discounts? Coupons? Credit terms?	
What are your fixed costs?	
What profit margin is your goal?	

How do your vendors or partners affect your pricing?	
How can you test various price points?	

PLACE

How will you get your service into the marketplace?	
Where will customers learn about your service?	
How will the design of your store or website reflect the service's positioning and value?	
What are the logistics for delivering services to your customers?	

PROMOTION

<p>Select your promotion channels: <i>web content, social media, advertising, direct mail, email, mobile marketing, content marketing, sponsorships, other (special pricing, partners, coupons, etc.).</i></p>	
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What content do you need for each channel?	
Who will create the content?	
Who will set and implement the promotion schedule?	
Will you reach out to influencers and analysts to position your service?	

PROCESS

What is the pipeline that delivers the service to your customers?	
Will the process support a service that customers are willing to pay for?	
What did you learn from your last service launch that you can apply to this service?	

PEOPLE

Do you have enough staff to support your service?	
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How will you hire and train additional staff?	
How will you decide whether to hire staff or outsource work?	
How will you assign tasks and responsibilities?	
How will you evaluate staff performance for each task and for responsibilities?	

PHYSICAL EVIDENCE

What is the customer experience with your service?	
What is the customer perception of your service?	
How is your service perceived in the marketplace?	
What can enhance the experience?	

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