



## **FEDORA MARKETING PLAN**

### **1 SUMMARY / BACKGROUND**

### **2 SITUATION ANALYSIS**

#### **2.1 CUSTOMER**

##### **2.1.1 TARGET AUDIENCE**

###### **2.1.1.1 PRIMARY TARGET**

###### **2.1.1.2 SECONDARY TARGET (AS NEEDED)**

###### **2.1.1.3 OTHER TARGETS (AS NEEDED)**

#### **2.2 CATEGORY**

##### **2.2.1 MARKET NEEDS**

##### **2.2.2 MARKET ANALYSIS**

##### **2.2.3 MARKET DEMOGRAPHICS**

##### **2.2.4 MARKET TRENDS**

##### **2.2.5 MARKET GROWTH**

#### **2.3 COMPETITION**

##### **2.3.1 DIRECT COMPETITION**

##### **2.3.2 INDIRECT COMPETITION**

#### **2.4 CHANNELS OF DISTRIBUTION**

#### **2.5 COMPANY POSITION / CAPABILITIES**

##### **2.5.1 RELEVANT HISTORY**

##### **2.5.2 SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS) ANALYSIS**

##### **2.5.3 MARKETING ORGANIZATION**

### **3 BRAND POSITIONING**

#### **3.1 MISSION**

#### **3.2 POINTS OF DIFFERENCE**

#### **3.3 POINTS OF PARITY**

#### **3.4 CORE BRAND ESSENCE**

#### **3.5 BRAND PERSONALITY**

### **4 KEY MARKETING MESSAGES**

#### **4.1 MESSAGE 1**

#### **4.2 MESSAGE 2**

#### **4.3 MESSAGE 3**

#### **4.4 ETC.**

### **5 STRATEGIES & TACTICS**



## 5.1 PRODUCT

### 5.1.1 PRODUCT OVERVIEW

### 5.1.2 RELEASE INFORMATION

### 5.1.3 KEY CHANGES TO PRODUCT (FUNCTIONALITY, ETC.)

## 5.2 PRICE

### 5.2.1 RELEVANCE?

## 5.3 PLACE

### 5.3.1 DISTRIBUTION STRATEGIES

## 5.4 PROMOTION

### 5.4.1 STRATEGY 1

#### 5.4.1.1 TACTIC 1

#### 5.4.1.2 TACTIC 2

#### 5.4.1.3 TACTIC 3

#### 5.4.1.4 ETC.

### 5.4.2 STRATEGY 2

### 5.4.3 ETC.

## 6 BUDGET / FINANCIALS

## 7 EVALUATION

### 7.1 METRICS / KEYS TO SUCCESS

### 7.2 MARKET RESEARCH