

Parts of a Marketing Plan

Goals - what you aim to achieve

Strategy - how you plan to achieve your goals

Assessment - how to determine whether or not you have achieved your goals

Marketing Goals

These goals are the [building blocks](#) of your marketing plan, which should match up with the goals of your business plan.

A few examples of goals for someone who is launching a new mobile app:

- Increase number of downloads (or number of new customers)
- Increase customer awareness of products
- Increase [open and/or click rates](#) on emails or online campaigns
- Increase number of likes on social media
- Enhance image, name recognition, reputation
- Increase revenue, number of customers or members

Marketing Strategy

Product

In this case, our product is very simple, it's the app we are making! Otherwise, it can be a good or service that is designed to meet a customer's needs.

Price

The amount the consumer is expected to pay for a product. This is not related to how you make money, but how you would price your apps to attract a customer. Consult your revenue model.

Promotion

Here is where you want to make your app well known! Depending on the kind of app you develop, you can use different kinds of promotions to get more customers. Different types of promotion cost different amounts, so be sure to reference your budget when considering promotion options.

A few examples some promotion strategies:

- Discounts: giving out coupons, freebies, or discounts to customers who use your product, usually used in the beginning to grow a customer/user base.
- Media advertising: [radio](#), [online](#), print, or television that is used to promote to many people.
- Social media: [Facebook](#), [Instagram](#), [Twitter](#), [Snapchat](#), or [YouTube](#) can be used to also promote to a large amount of people, and can be targeted to certain audiences.
- [Google Adwords](#): paying for your product to pop up when consumers search for certain keywords
- [Viral media](#): making catchy videos or photos that gain name and brand recognition through social media
- Networking: Using your local connections to promote your app. You can also try using email too. Knowing an important figure or influencer to speak on the behalf of your app can be very helpful.

Place (distribution)

This is based on where your customers will access your product. Since it's a mobile app, you are generally restricted to the Google Play or Apple Store. However, you can make your app look great in the virtual stores by writing a strong description, using keywords your customer will relate to, and helpful screenshots. Another way to add to your distribution is developing an online website to support your app.

You may want to reference your mission statement to write your description in the way you want your app to be portrayed.

Marketing Assessment

In order to check the progress of your marketing plan in action, you'll want to think of ways to track your goals, which is called **metrics**. The metrics that you want to measure will depend on the different types of goals you are trying to achieve. For example, if you wanted to keep track of app downloads, there are features built into [Google Play](#) and [Apple Store](#) that you can use if you choose to upload your app.

Check out Google Play Developer Console. You can track how many users installed your app, how many uninstalled it and even see the breakdown of which country the app is being downloaded in.

