

Marketing Plan

Session 4

May 2026



RES-MAB
Empowering Change/Embracing Resilience



PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA



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00

OBJECTIVES AND AGENDA

What should we expect from today's session?



Objectives

1	Understand key concepts to develop a marketing plan
2	Manage the main tools
3	Test a real-world example



Agenda

16:00 - 16:15 h	Welcome
16:15 - 16:30 h	Key concepts
16:30 - 17:15 h	Marketing assessment
17:15 - 17:45 h	Marketing mix
17:30 - 17:45 h	Pause
17:45 - 18:15 h	Inbound and outbound
18:15 - 18:30 h	Activity: develop a marketing plan
18:30 - 19:00 h	Activity

01

Key concepts

Key concepts to develop a marketing plan

What is a marketing plan?

A Marketing Plan is...

a **strategic document that outlines a commercial efforts** for a specific period. It acts as a roadmap to define target audiences, set goals, determine marketing channels, and establish budgets to drive growth.

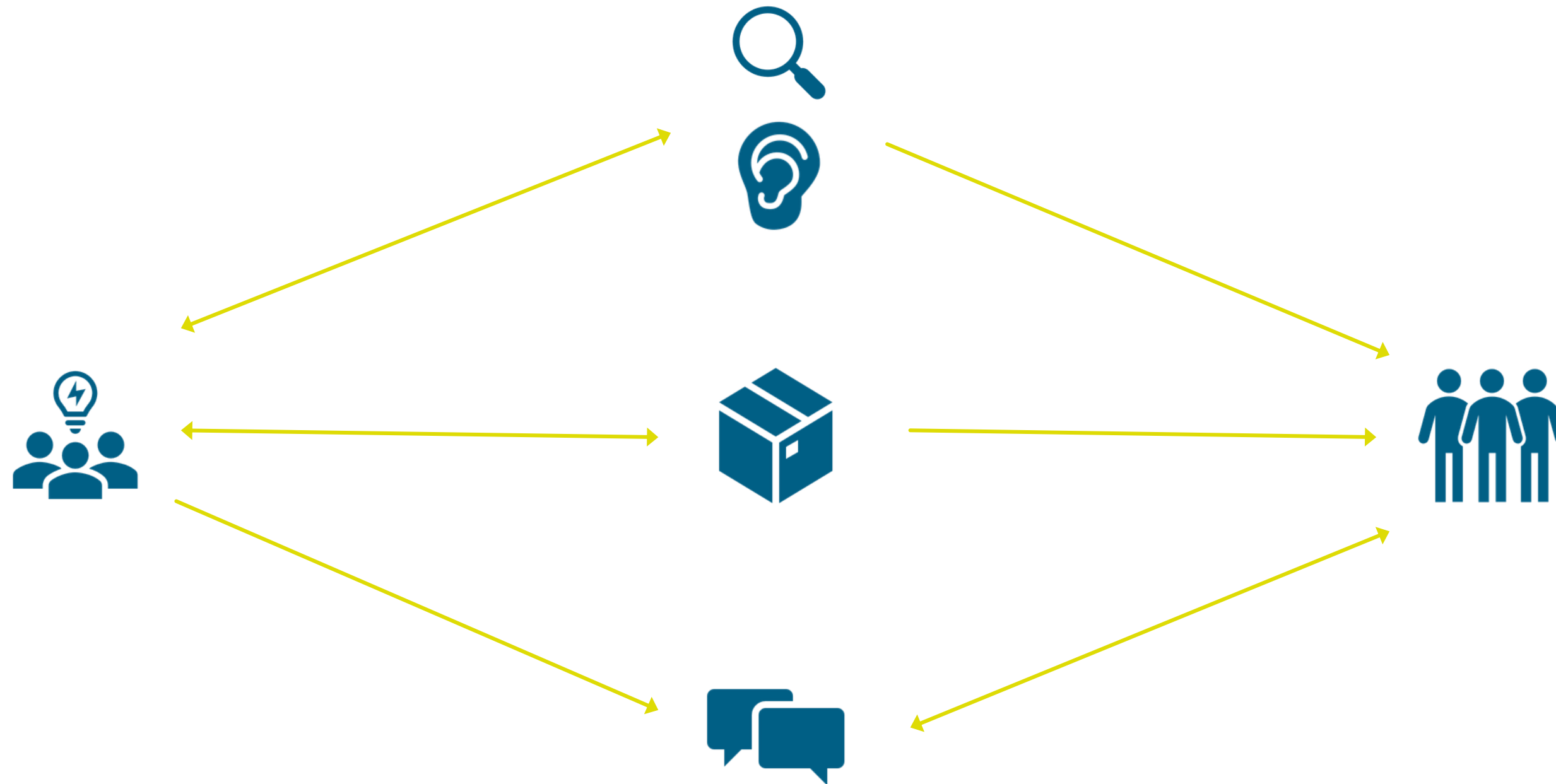
Structure of a marketing plan

- What is the sector and what is it like?
- Who are the customers and what are they like?
- What is the competition like, and how is it structured?
- What is the market, what is it like, and what is its size?
- How do we position ourselves and what value do we bring?

Key concepts to develop a marketing plan

Purpose of marketing

Analyse, listen and **generate dialogue with the target audience** to learn about their interests and thus be able to offer them the product adapted to their needs with the characteristics they desire and present it with the appropriate message.



Key concepts to develop a marketing plan

Clientele, competition and positioning: from analysis to decision making

Get to know...

... the customer segment

- What need do we solve?
- What added value do we provide?
- What is your predisposition in relation to...
- How much is she willing to pay?
- How far are you willing to go to acquire our offer?
- How do you expect your relationship with us to be?

... your competitors

- Who is solving this need at the moment?
- How are you doing?
- What are its characteristics?
- What is the size of the market?
- What are your strong points and what are your points of improvement?

Define your position

- What space do we occupy in the mind of the clientele?
- Which image has respect for the competition and about us?
- What is the value curve of our product or service with respect to that of the competition?

Key concepts to develop a marketing plan

Common mistakes

- Not analysing the market.
- Not asking our current environment / Not co-creating.
- Not knowing the audiences in depth.
- Not making the objectives tangible.
- Not segmenting the actions.
- Not investing in marketing.
- Not creating a two-way relationship / Not providing value.
- Not measuring results.
- Wanting to do everything yourself / Not generating alliances



02

Market assessment

Market assessment

Market status

Market status

- Market size, evolution and trends (static, growing, declining)
- Territorial distribution of the market
- Barriers to entry
- Market maturity level
- Comparison with reference countries and markets

Trends in supply

- Product categories: volume and evolution
- Analysis of the competition
- Existence of substitute products
- Price evolution
- Price sensitivity
- Sales channels: typology and distribution

Trends in demand

- Volume and evolution of demand
- Type of consumers
- Degree of knowledge of the offer
- Motives and consumption habits
- Consumption capacity
- Level of bargaining power of suppliers and clients
- Degree of dependence/concentration of suppliers and clients

Market assessment

Get to know your customer segment

Interviews



In-depth interviews are a qualitative research technique that consists of detailed and open conversations with key people, to extract valuable information about their needs, thoughts, motivations, experiences and emotions.

Surveys



Surveys are a quantitative research technique that consists of obtaining structured data by means of a questionnaire, with the objective of obtaining information about the needs, opinions, behaviors or characteristics of a segment.

Market observation



Market observation and market studies allow us to understand competitors positioning strategies and consumer behaviours in front of comparable products and services.

Market assessment

Get to know your customer segment

Name

How are they?

Revenue, location, legal figure, sector

Need: why do they buy?

Characteristics

¿Are they satisfying this need in a different way at the moment?

Gains:

Pains:

Characteristics of the product or service

What:

Value proposition:

Market assessment

Incorporate market research into the organization's daily operations

Sales process

Recurrent users

Social media

Mystery shopping

Participation in fairs

Satisfaction survey



Market assessment

Competitors or benchmarks

How do we position ourselves and what value do we bring?

The **value curve** allows us to identify the positioning (the space we occupy in the client's mind) of our organization and the competition.

This tool allows us to graphically **represent market positioning** and is based on the analyzes carried out in the previous sections.

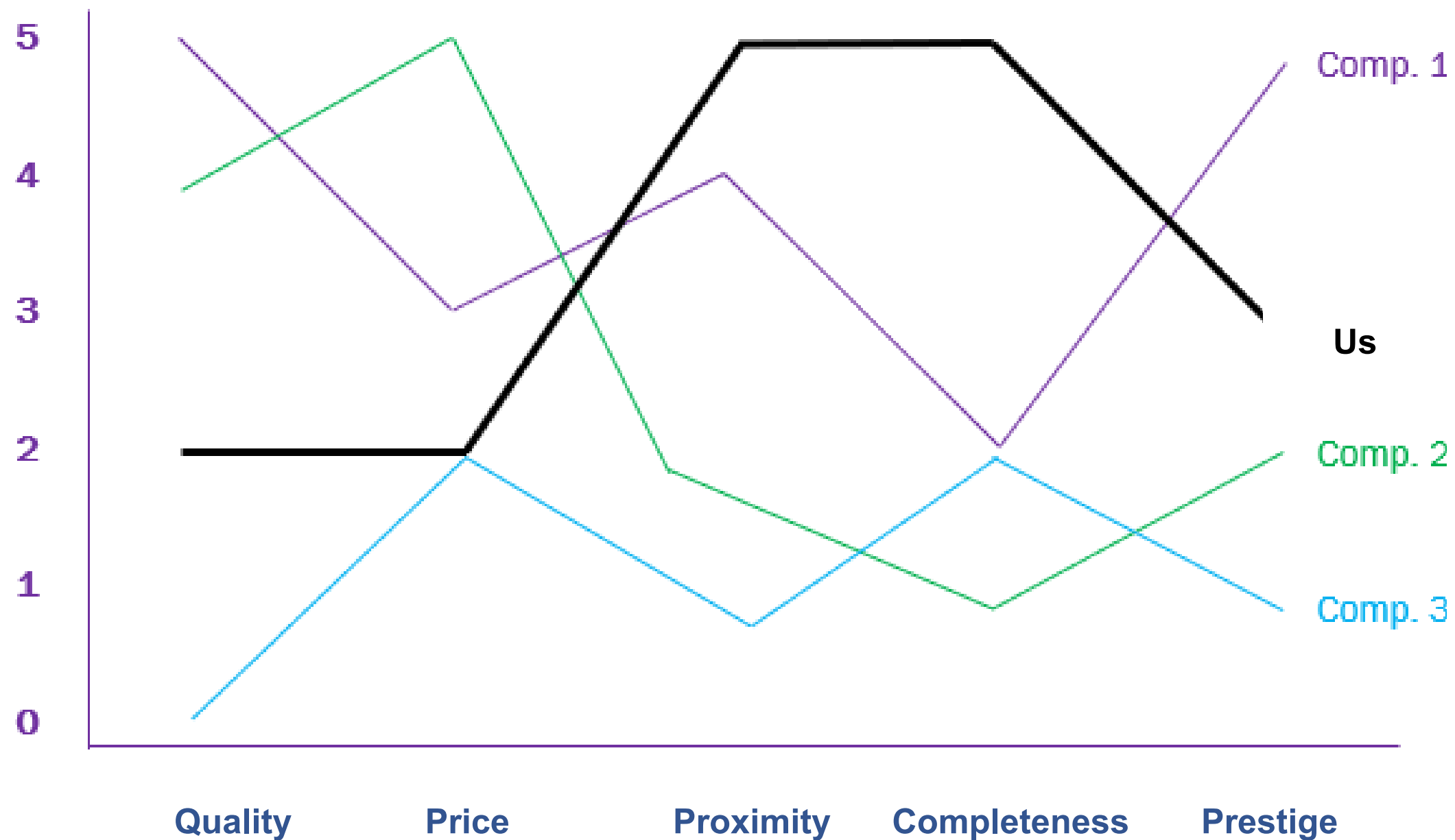
To draw up the curve it is necessary:

1. Identify the **variables that influence the customer's purchase** decision.
2. Determine **what is the positioning of the different agents** in these variables.

Market assessment

Competitors or benchmarks

How do we position ourselves and what value do we bring?



Market assessment

User journey

The **experience during the purchasing** process has become very important in recent years, and today we are faced with a consumer who values both the product and the way in which they discover, research and obtain it.

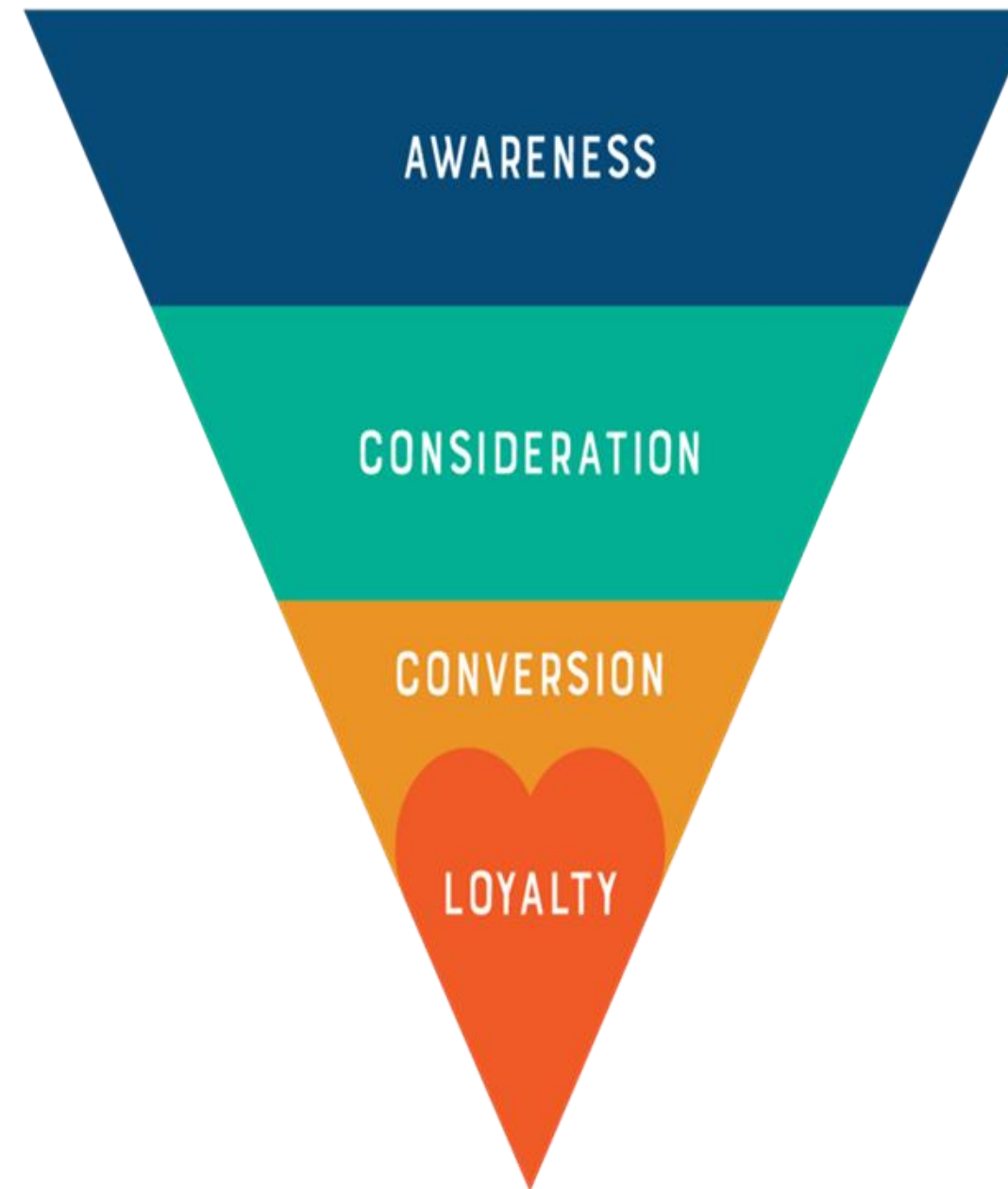
Do you know what your **potential customers/users** do during the process of deciding whether to buy your product or the competition's?

The **user journey** defines the **different stages of the purchasing process** that the customer goes through until the sale.

Market assessment

Conversion funnel

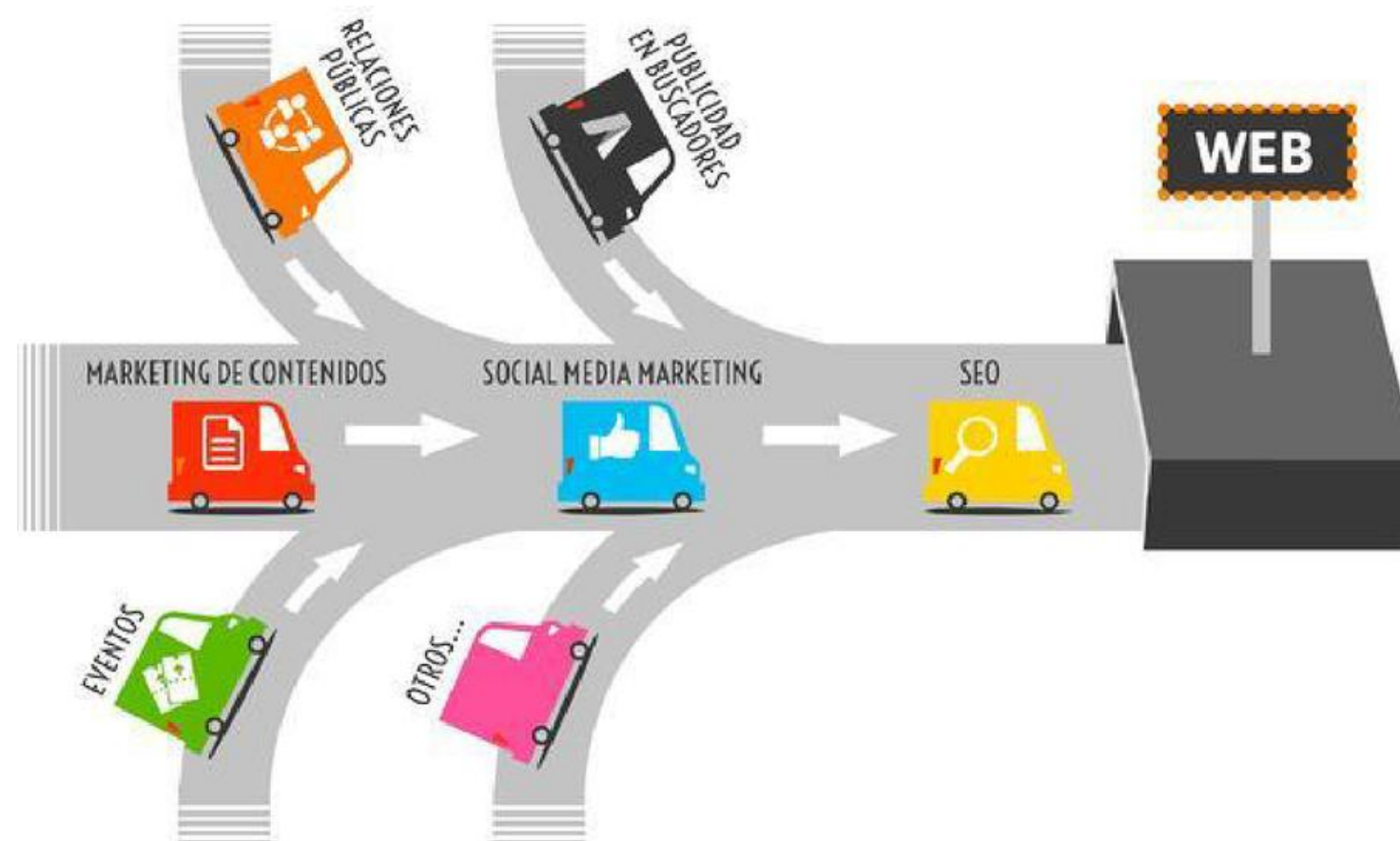
Clients go through **different stages** before they make the **decision** to purchase... and **conversion funnels** can be adapted to your product or service.



Market assessment

Conversion funnel

We must adapt marketing actions to the different stages of the funnel



Market Study

User journey and conversion funnel

Conversion funnel

1

Stage 1: Attraction or awareness – New Users. Get as many qualified users as possible at the lowest possible cost per acquisition.

2

Stage 2: Activation – user: lead. Leaves data, subscribes to the blog, etc. First interaction with the business.

3

Stage 3: education / retention – potential customer / interested person. Perceives the value of the product / service for their pain.

4

Stage 4: monetization – customer: pays for the product/service. It is important from now on to make it easy for them: payment, cross-selling, etc.

5

Stage 5: referral – fan. Recommends us. Good service, ease. Mechanisms for recommending to friends and colleagues.

03

Marketing Mix

Marketing mix

Value proposition

Coffee brand...
subscription and delivery
service at home

Unique experience for all
consumers



Professional and
high-quality
service



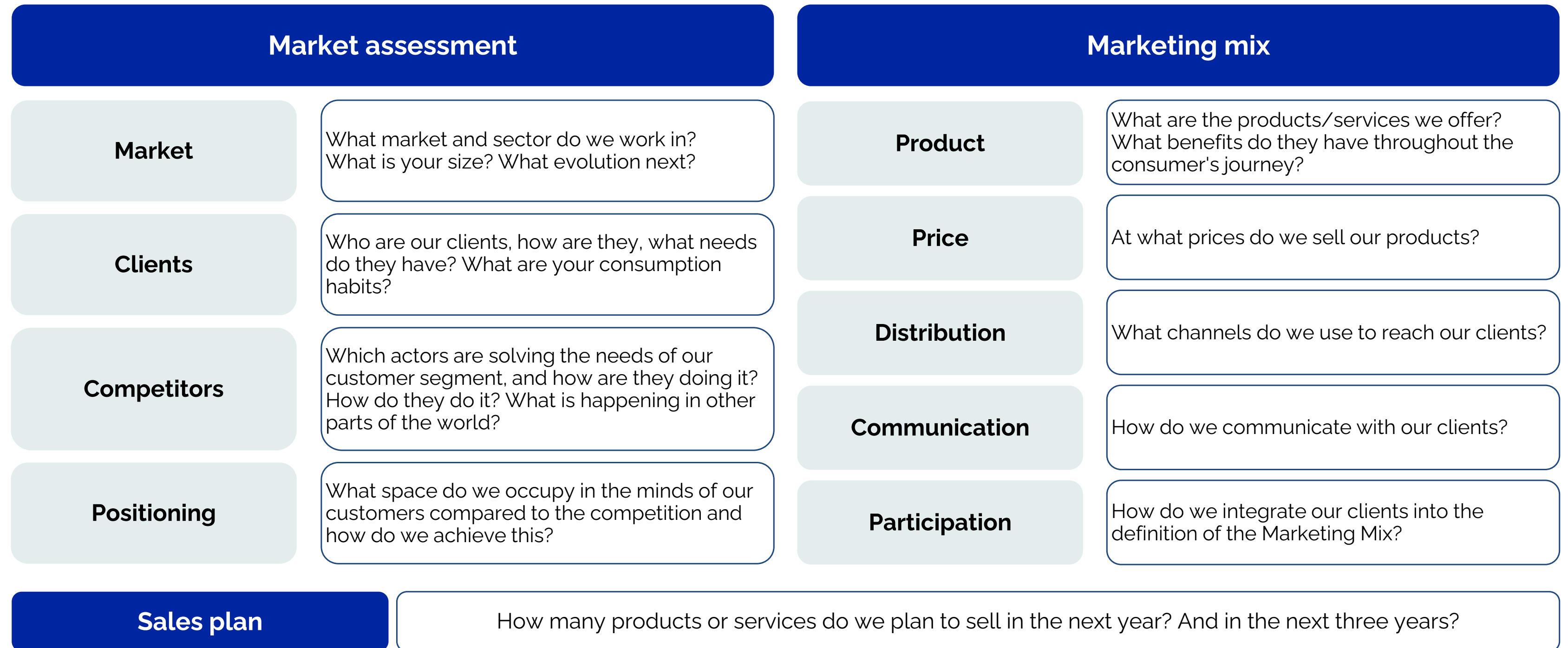
Comfort and
convenience



Thes three **main axes of the value proposition for the coffee brand** are the pillars that will **differentiate our brand from the competition and that will shape our proposed business model**, which must be unique, distinctive and differential.

Marketing mix

Core elements



Marketing plan

Product

What is it?

Definition of the physical (tangible) and/or psychological (intangible) attributes that customers perceive in relation to a product or service and its usefulness in satisfying their desires or needs.

What does it include?

It contains all the **elements that make up the product** or service:

- The product or service
- The service
- The environment
- The durability
- The packaging (size, material, capacity, design...)
- The guarantee
- ...



The definition of all elements is determined by the positioning we want to achieve.

Marketing plan

Price

What is it?

Definition of the **price or prices** for each of the products or services offered

What does it include?

It contains **all the elements that make up the price**:

- External determinants (willingness to pay, competitive price, positioning strategy, etc.)
- Internal determinants (unit cost price, commercial margin necessary to ensure the viability of the company, etc.)



The determination of the price is conditioned by both external and internal factors and a pricing policy cannot be defined without taking both into account.

Marketing plan

Promotion

What is it?

Definition of the communication strategy for the attributes of the product or service that you want to highlight based on its positioning

What does it include?

It contains all the **elements that make up communication**:

- Audience/target/s
- Message or messages
- Channel or channels
- Actions
- Activism
- ...



The communication policy must be adapted to each of the customer segments.

Marketing plan

Distribution

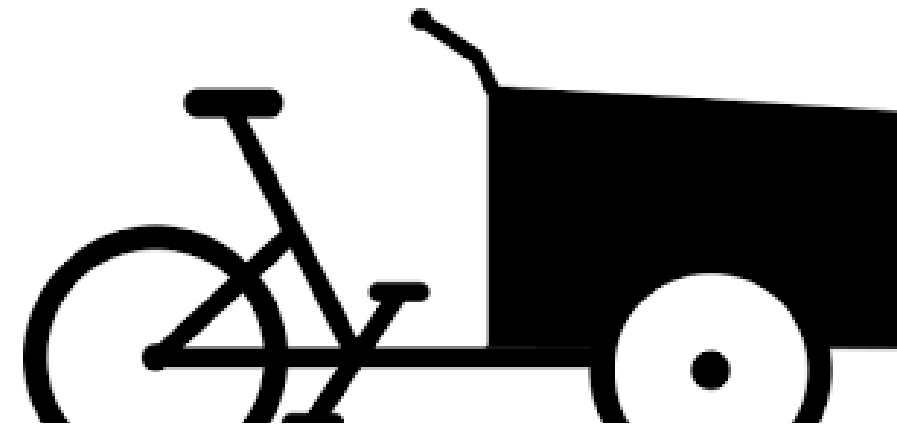
What is it?

Definition of all the **channels** that will help us **deliver our product/service to the customer**

What does it include?

It contains all the **elements that make up marketing:**

- Own store
- Retailers
- Wholesalers
- Home delivery
- Computer
- Mobile
- Television
- Tablet
- ...



When defining the distribution policy, it is essential to know how the customer expects to receive the product or service.

Marketing plan Participation

What is it?

The intense development of new technologies in the 21st century has allowed customers to not only choose between products or services, but to **personalize and shape them according to their preferences, even designing and deciding on them before they are produced!**

What does it include?

- It contains all the elements that make up participation:
- How do you interact with customers through new technologies?
 - In which elements of the marketing mix are you allowed to participate?
 - How to turn participation into a differentiating element?
 - ...



Les xarxes socials són una gran eina de participació, sempre que siguin utilitzades de forma planejada i estratègica

04

Inbound and outbound marketing

Marketing plan

Inbound and outbound marketing

Inbound refers to actions that **revolve around generating interest** in a product or a brand, through the creation of valuable content.

The objective is for the customer to approach our product or brand.



Outbound is a more traditional strategy in which the **messages aim to achieve sales**.

Marketing plan

Inbound and outbound marketing

Blog

Media content

Marketing
automation

SEO

Newsletters



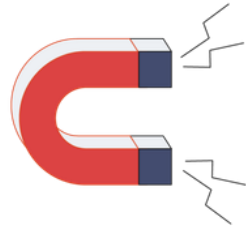
Email marketing

Social media ads

Traditional media ads

Marketing plan

Inbound and outbound marketing



Inbound

Advantages

- Magnet effect: By creating relevant content, potential customers are naturally attracted.
- Creation of lasting links: providing valuable information establishes a relationship of trust that favors loyalty and recommendation.
- Brand positioning: it is associated with the values of the content.

Inconvenients

- Medium and long-term results: building a relationship of trust requires time.
- Intoxication: content marketing is very exploited and makes it difficult to stand out from the competition.
- Difficulty in measuring ROI: sales come after several impacts and it is difficult to assess the return on investment.

Outbound



- Segmentation: the existing tools (Google Ads, Meta...) allow campaigns to be directed to selected audiences.
- Fast results: Being more aggressive tactics, the results are short-term.
- Ease of measuring the ROI: it is easy to measure the return on investment, since the conversions are directly attributable to the campaigns.

- Intrusive: the outbound is perceived as intrusive because it interrupts the user's experience.
- Cost: running campaigns on certain channels may require a high investment.
- Less binding: being inclusive tactics does not generate commitment or participation between the brand and the audience.

05

Activity: let's build a commercial plan and conversion funnel

Marketing plan

Activity

The objective of this activity is that you...



- 1** Discuss the **activities of a commercial plan**
- 2** Comment the **hypothesis of your conversion funnel**
- 3** Share your thoughts: is there a way we could improve conversion and still add social value?

05

Conclusions

Closure

2 key ideas you keep
from this sessions

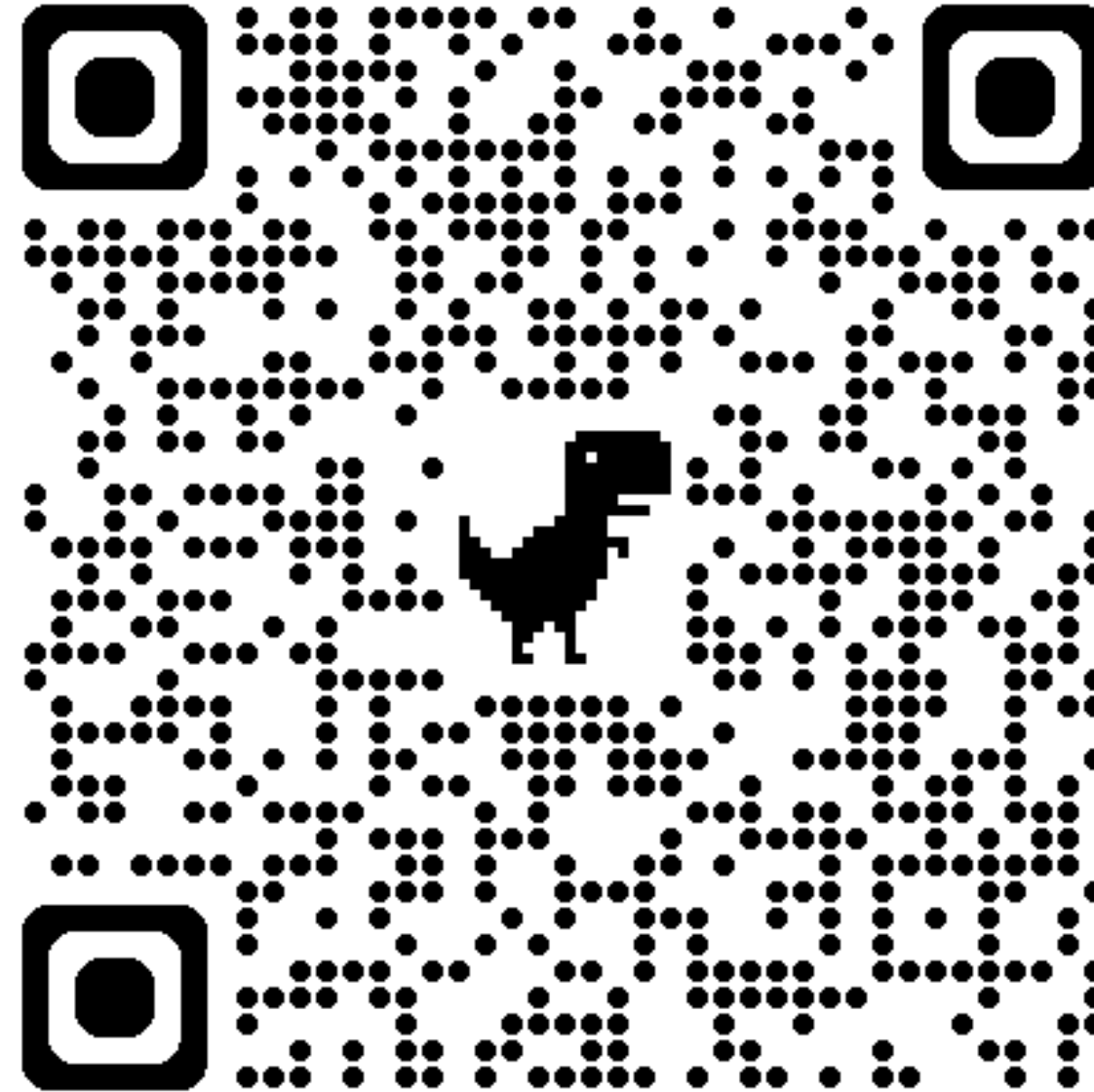
Any **doubt** you would like
to discuss with the group?

Thanks for your **attention**
and participation!



We strongly encourage you
to work **on the practical**
exercises before next
session 😊

Closure



Next session



Marketing plan

***Date:** Tuesday 19th May*

***Link:** <https://meet.google.com/vcg-jpaz-ohx>*

06

Tools