

# Strategic Marketing Plan

# Part B: Marketing Data Analysis

(Due in Wk 4)

## Internal Data

**Evaluate** internal sources of information available to you inside the organization and what information you will receive from each source. Identify 3-6 sources of internal data. Insert or remove rows as needed.

| Source | What it Measures | Data | Potential Usage |
| --- | --- | --- | --- |
| Example: Sales data | Monthly sales by specific product | Average sales that month in US dollars for each of 10 products. Data can be segmented by business and consumer markets. | Can be used for trend analysis, projections, and to measure effectiveness of promotions. |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Secondary Data

**Evaluate** secondary data sources and the specific information you need from each source. Insert or remove rows as needed.

| Source | What it Measures | Data | Potential Usage |
| --- | --- | --- | --- |
| Example: U.S. Census Bureau  |  Income over the last 4 years by family structure |  Household structures with the highest income capacity | Market Share AnalysisCustomer Segments |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Primary Data

**Evaluate** primary data needs to create and evaluate the marketing plan. Insert or remove rows as needed.

| Source | What it Measures | Data | Potential Usage |
| --- | --- | --- | --- |
| Example: Focus group | Product usage, motives, identify group level satisfaction, decision process, etc. | Qualitative | Identify different reactions of market segments to product. Identify marketing opportunities, product/service flaws and opportunities |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Customer Relationship Management

**Establish** customer touchpoints and develop appropriate CRM events for customer acquisition, retention, and profitability. Insert or remove rows as needed.

| CRM Touchpoint | Purpose & CRM Objective | Data | Potential Data Usage |
| --- | --- | --- | --- |
| Example: Customer profile information on website | Starts the account for visitors: name, geography, email address (Customer acquisition) | Presale: geographic location; customer id, source of referenceEmail addressPost sales: address, product purchased, quantity, price. | Track new and returning customer counts, total period purchases by customer ID, geographic sales data. Can be used for loyalty rewards, retention, and targeted marketing. |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |