**MARCOM PLAN TEMPLATE**

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**WITH SAMPLE DATA**

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| PROJECT NAME |  |  |
| New Product Launch |
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| CONTACT INFO |  |  |
| NAME | PHONE | EMAIL |
|  |  |  |
|  |  |  |
| AUTHOR | DATE |  |
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| EXECUTIVE SUMMARY |
| *ClearSip* is a new line of eco-friendly, reusable water bottles designed for sustainability-conscious consumers. Our launch campaign aims to build brand awareness, drive product trial, and establish *ClearSip* as a stylish and responsible alternative to single-use plastics. |

SITUATION ANALYSIS

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| Competitor Analysis |
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| SWOT Analysis  |
| RESEARCH INTERNAL FACTORS |
| STRENGTHS + | WEAKNESSES – |
| - 100% recyclable materials- Sleek, minimal design- Competitive price point | - New brand with no recognition- Limited retail distribution |
| EXTERNAL FACTORS |
| OPPORTUNITIES + | THREATS – |
| - Growing environmental awareness- Rise in reusable product demand- Partnerships with eco-lifestyle influencers | - Large competitors with more resources- Market saturation in water bottle category |
| SWOT Analysis Summary |
| The brand’s sustainability and design focus present a clear opportunity among eco-conscious young adults. Strategic branding and partnerships can help overcome low awareness and create a niche following in a competitive market. |
| IDENTIFY SMART (Specific, Measurable, Achievable, Realistic, and Timely) OBJECTIVES & METRICS  |
| Objectives:* Specific: Achieve 5,000 units sold within the first 3 months
* Measurable: Monitor sales via eCommerce dashboard and retail reports
* Achievable: Supported by targeted ads, influencer reviews, and strong PR
* Relevant: Aligns with company’s mission to reduce single-use plastics
* Time-bound: Campaign runs from June 1 to August 31

Metrics to track:* Sales volume
* Website conversion rate
* Influencer engagement (clicks, mentions)
* Press coverage
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| TARGET AUDIENCE |
| * Primary: Millennials and Gen Z (age 18–35) who value sustainability and design
* Secondary: Fitness and outdoor enthusiasts looking for functional reusable bottles
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| BRAND POSITIONING |
| *ClearSip* is the modern, sustainable water bottle for conscious consumers who don’t want to compromise on style, durability, or values. |

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| UNIQUE SELLING PROPOSITION (USP) |
| A design-forward, planet-friendly water bottle made from 100% recyclable materials — without the premium price tag. |

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| CREATIVE STRATEGY |
| Visual storytelling will highlight lifestyle imagery (urban commuting, fitness, work-from-café scenes). Messaging will center on personal responsibility, daily convenience, and aesthetic appeal. Tone: optimistic, empowering, and eco-conscious. |

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| TOOLS & TACTICS |
|  **Tools:*** Shopify (eCommerce)
* Mailchimp (email)
* Later or Buffer (social scheduling)
* Google Analytics & Meta Ads Manager
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| COMMUNICATIONS CHANNELS |
| Paid Media:* Instagram & TikTok ads
* Google Display Network (contextual targeting)

Owned Channels:* Product landing page
* Email series (educational + promo)
* Blog content (e.g., sustainable lifestyle tips)

Earned Media:* Influencer partnerships (eco & fitness niches)
* Product placements with online publications
* Reviews from green-living blogs
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| BUDGETS |
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| PROJECT PLAN & SCHEDULES |
| TASK | DUE DATE | ASSIGNED TO |
|  Finalize packaging & inventory |   | Product team |
|  Launch website & product page |   |  Web team |
|  Design and test ads |   |  Marketing team |
|  Start influencer outreach |   |  PR team |
|  Launch paid campaign |   |  Marketing team |
|  Send newsletter to email list |   |  Marketing team |
|  Weekly performance check-ins |   |  Campaign lead |

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| EVALUATE |
|  Post-launch, performance will be measured against key objectives using:* eCommerce data (conversion rate, repeat purchases)
* Ad performance (CTR, ROAS)
* Social metrics (engagement, hashtag use)
* Influencer content sentiment
* Customer feedback (via survey or reviews)

A final report will summarize wins, challenges, and insights to optimize future campaigns. |

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