**MARCOM PLAN TEMPLATE**

**Try Morningmate for Free!**

**WITH SAMPLE DATA**

|  |  |  |
| --- | --- | --- |
| PROJECT NAME |  |  |
| New Product Launch | | |
|  |  |  |
| CONTACT INFO |  |  |
| NAME | PHONE | EMAIL |
|  |  |  |
|  |  |  |
| AUTHOR | DATE |  |
|  |  |  |

|  |
| --- |
| 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

|  |  |
| --- | --- |
|  | |
| Competitor Analysis | |
|  | |
| 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 | |

|  |
| --- |
| 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 |

|  |
| --- |
| BRAND POSITIONING |
| *ClearSip* is the modern, sustainable water bottle for conscious consumers who don’t want to compromise on style, durability, or values. |

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

|  |
| --- |
| 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. |

|  |
| --- |
| TOOLS & TACTICS |
| **Tools:**   * Shopify (eCommerce) * Mailchimp (email) * Later or Buffer (social scheduling) * Google Analytics & Meta Ads Manager |
| 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 |

|  |
| --- |
| BUDGETS |
|  |

|  |  |  |
| --- | --- | --- |
| 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 |

|  |
| --- |
| 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. |

|  |
| --- |
| **DISCLAIMER**  Any templates, or resources provided by Morningmate are intended for general informational purposes only. While we aim to keep all materials accurate and up to date, Morningmate makes no representations or warranties of any kind, express or implied, about the completeness, reliability, accuracy, or suitability of the content. Use of this information is at your own discretion and risk. Morningmate is not liable for any loss or damage arising from the use of these materials. |