

Sample Product Marketing Plan Matrix

An effective marketing and communications plan involves six major features. The features are listed below accompanied with an elaboration on each feature.

1. **Marketing objectives and budget**
2. **Target audience selection and action objectives**
3. **Communication objectives and positioning**
4. **Creative strategy and integrated communications strategy**
5. **Media strategy**
6. **Campaign tracking and evaluation**

The matrix below is a suggested structure on how to deliver and manage a marketing and communications plan.

Feature	Details and Explanation	Owner	Timeframe
Marketing objectives and budget			
Target audience selection and action objectives			
Communication objectives and positioning			
Creative strategy and integrated communications strategy			
Media strategy			
Campaign tracking and evaluation			