



MARKETING PLAN TEMPLATE

1. WHERE ARE WE NOW? – ANALYSIS/SITUATIONAL REVIEW

Who are your current customers?

Segment them and define

- what do they want
- what are their pains that you solve
- where are they
- what do you charge them
- how do you reach them
- what is their 'hot button' – the one that makes them want to buy your services

What are your current marketing activities?

eg advertising, website, special offers etc

Networking – what and where

What results have you had – what's been effective or not

Products/services

Current products; indicate target audience for each

Planned products; identify target audience

Market overview

What's happening to your market – list anything and everything that has an impact on your market. Eg SLEPT + C - Political, Economic, Social, Technological. Legislation.

What's the size of the market for each market segment in terms of volume and value?

Competition

- Who is the competition?
- What are their prices and how do they compare with yours?
- Where do they operate?
- What do they offer?
- What's good and bad about their offering?

2. SWOT ANALYSIS

Really brainstorm these and put down everything you can think of – then you can go through them all and winnow out the most important ones. All of these will inform your marketing as well as other aspects of your business.

Strengths

These are all Internal to the company, and things over which you have control or can affect.

Weaknesses

Again these are internal to the company and under your control or can affect.

Opportunities

These are External to the company, and things over which you have no control. You can, however, change how you react to them.

Threats

These are External to the company.

3. UNIQUE SELLING POINTS (USP) / POINTS OF DIFFERENTIATION (POD)

How are you different from your competitors
Why should people buy from you and not a competitor
Make these relevant to each market sector

What makes you **really** stand out from the crowd in this marketplace? There might only be one thing, but it's that that will underline your difference from everyone else. It might be something simple like opening on a Saturday or free carparking; it could be much more complex, like having multiple specialists, or having a specific methodology. But if it's something your customers want and your competitors don't offer – sing about it from the rafters.

4. KEY MARKET SEGMENTS

Define each customer segment

Describe their needs, likes/dislikes, what magazine/papers they read, where they live, what their issues are in relation to what you do - anything at all that helps to clearly define who they are and therefore what you need to say to them, how you reach them, and what their issues are that you can help with.

Plus - How much is each segment worth to you? Are they high value/low volume or the other way round? That way you can work out how much you want to spend in getting those customers.

5. WHERE DO YOU WANT TO GO

What are your company objectives?

(Make them SMART- specific, measurable, achievable, realistic and timed)

eg

A turnover in the first year of £25,000; Second year - £30,000; third year - £40k

Marketing objectives

So what do you need to do, in marketing terms, to achieve your company objective? eg

A turnover of £2000 pm by when

To have a turnover of £2k per month means;

X number of clients per month by when/for how many months

6. HOW ARE YOU GOING TO GET THERE

For each segment you have to decide the product, price, promotion, place and service. Use at what you've done beforehand with this Plan

- SWOT
- USPs
- What each key market segment wants/has Issues with/you can help them with
- Why they would choose you
- Where the customers are, how you can reach them, what you need to be saying to them

Customer segment A

Product

What you would offer them to meet their issue/problem
timescale

Price

Discount
Quantity
Delivery included?
Time-bound?

Promotion

Marketing Messages
Discounts
Adverts – where (website, mags, newspapers, catalogues)
Advertorials – where
Networking – where and to whom
Postcards/business cards?/emailshot?/ Adwords?

Place

Where are you prepared to go to offer your services?

50 mile radius
At your office
Through a distribution network
Etc

Customer service

How you would go that extra mile?

From this information you can build up a spreadsheet of what you need to be doing when, throughout the year, depending on your budget. You'll be able to identify which segment you need to concentrate on, how much to spend, when and on what.

This information will also help you to develop a tracking process (ref no etc) for each campaign

Marketing Activity	J	F	M	A	M	J	J	A	S	O	N	D
Product/Service A												
PR campaign												
Advertising Campaign												
Website												
Google Adwords												
brochure												
newsletter												

Marketing Budget	J	F	M	A	M	J	J	A	S	O	N	D
Product/Service A												
PR campaign												
Advertising Campaign												
Website												
Google Adwords												
brochure												
newsletter												
TOTAL £												

**You might love writing about your business, and planning your marketing.
On the other hand, you might not.**

If you'd rather work on your business than in it, PHarosMarketing offers marketing, copywriting, web content, search engine optimisation and pay-per-click campaigns. The first meeting is free and without obligation, so please call us - we'd love to hear from you.