

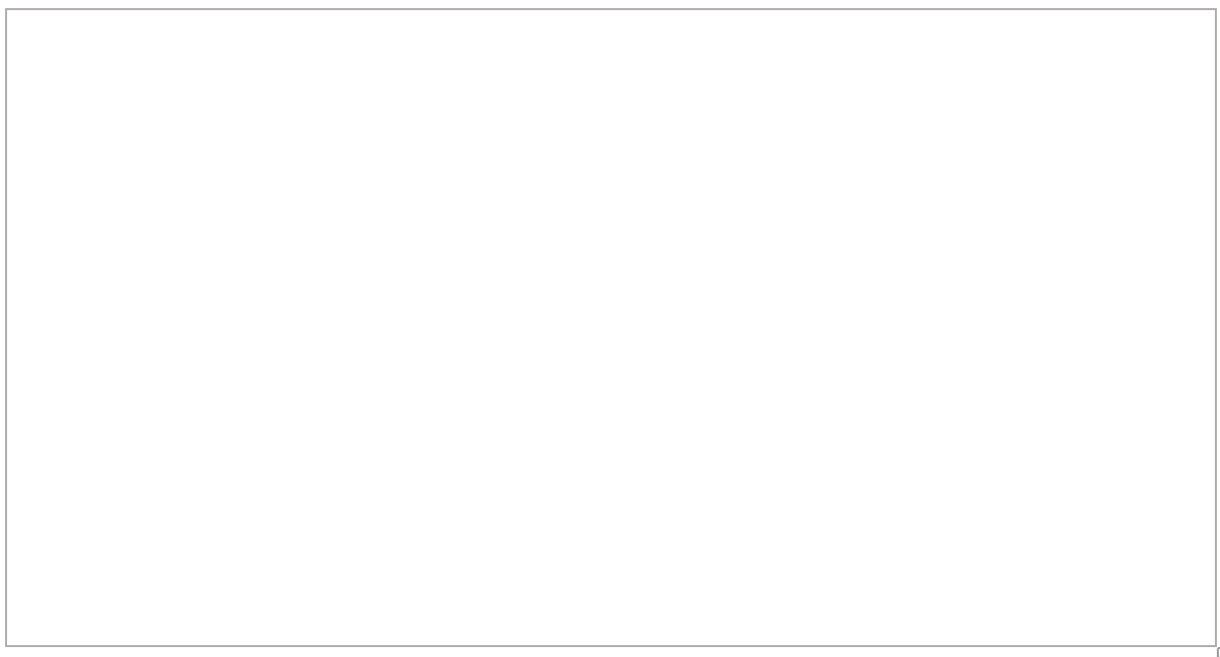
MARKETING PLAN GUIDE & WORKBOOK



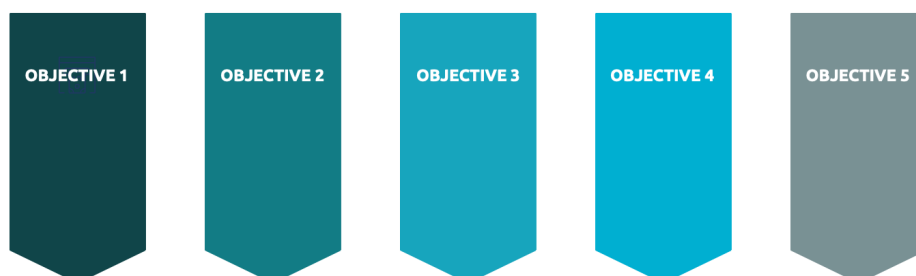
Please note that this template is based on best practice as identified by The Chartered Institute of Marketing and with amends and additions made by Ultimate Clarity.

OBJECTIVES

Record your marketing objectives. Remember to identify SMART objectives (Specific, Measurable, Achievable, Relevant and Time-Bound).



SMART



TARGET AUDIENCE AND BEHAVIOURS

Define your desired target customers (you can have multiple segments) and prioritise those that have the highest potential for growth.

	Segment 1	Segment 2	Segment 3	Segment 4
Demographics i.e. age, lifestyle, disposable income, location, job title				
Which media channels do they use?				
How do they prefer to interact?				
What are their pain points?				
Why would they use this product/service?				
What did they consider when making a recent purchase?				
Are they brand loyal?				
How often will they purchase from you?				
Do they use any of your other products/services?				



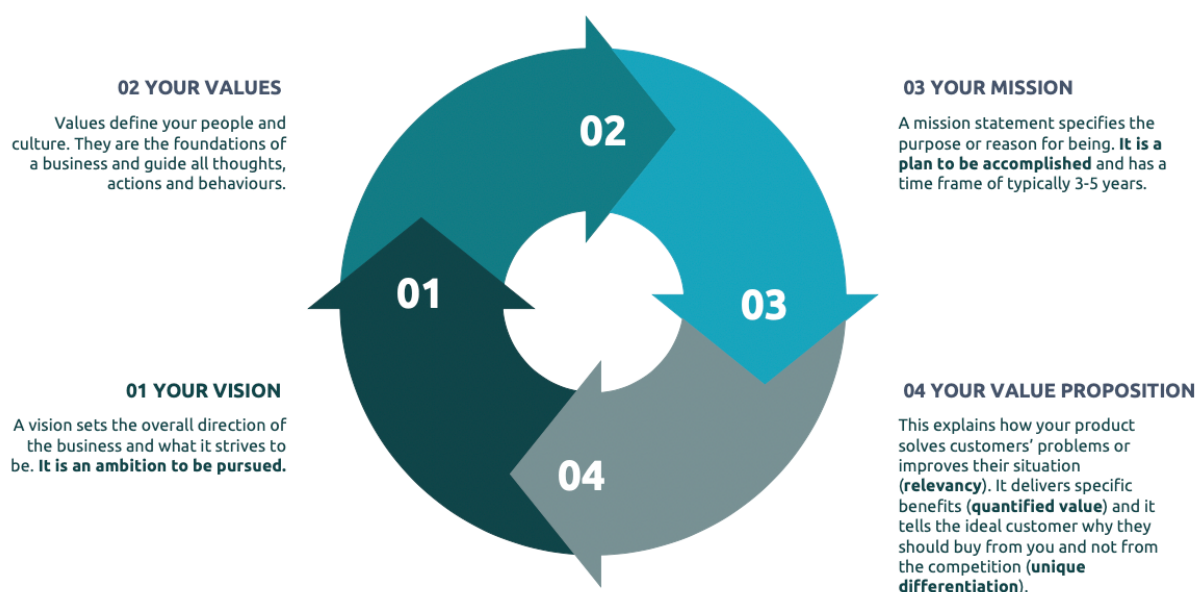
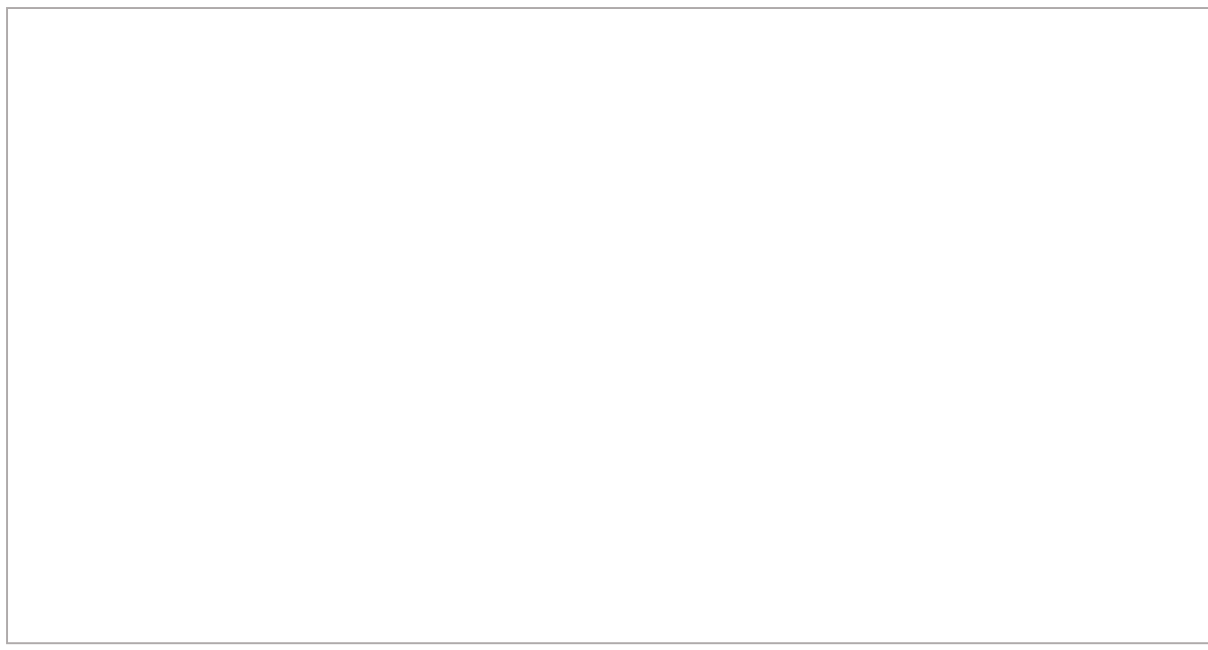
COMPETITORS

Identify your key competitors and explain why customers may choose them instead of you.

Competitor	Reason to choose them

VALUE PROPOSITION

Record your value proposition here. This explains how your product solves customers' problems or improves their situation (relevancy). It delivers specific benefits (quantified value) and it tells your ideal customer why they should buy from you and not from the competition (unique differentiation).



SWOT OUTCOMES

From your SWOT analysis record here how you can optimise your strengths and opportunities and minimise your weaknesses and threats.

Strengths: <i>Optimise</i>	Weaknesses: <i>Minimise</i>
Opportunities: <i>Optimise</i>	Threats: <i>Minimise</i>

MARKETING CHANNELS

Identify which marketing channels may be open to you and then think about which ones would be appropriate for your target audience. You will also want to understand how each channel’s success will be measured and the cost of each channel. Once you have done this, as it’s important to prioritise due to budget constraints, create a shortlist of your preferred four channels to start with.

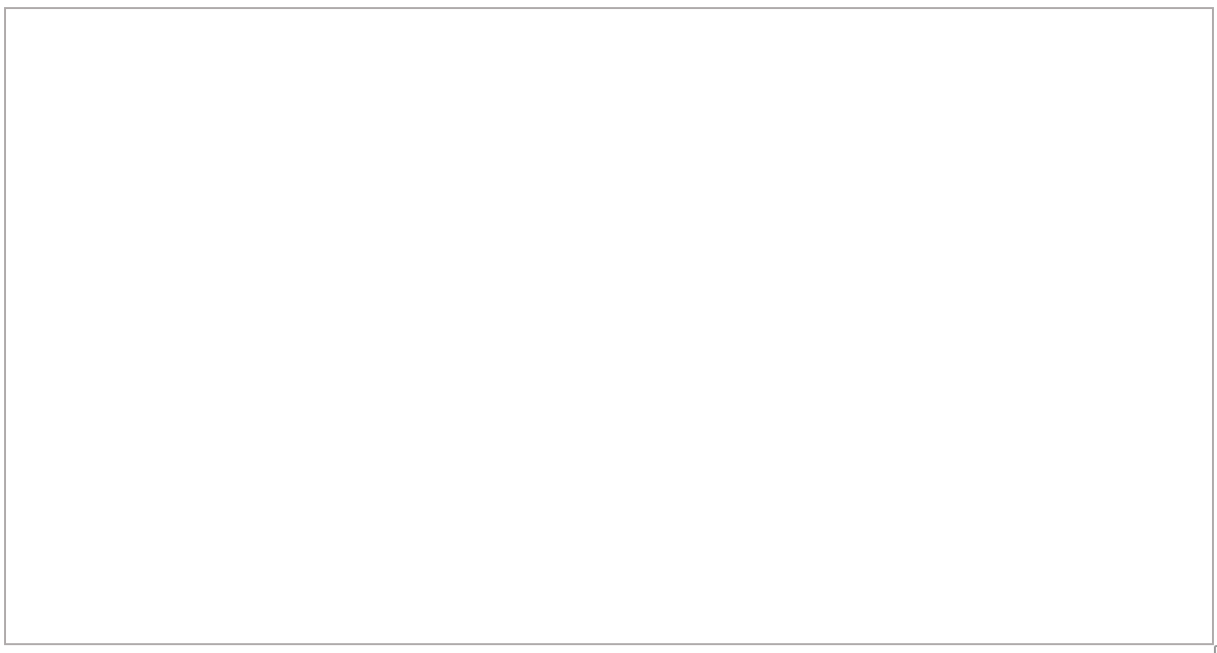
Marketing channel	Pros	Cons	Target audience	Measurement	Cost

Shortlisted Marketing channels

1.
2.
3.
4.

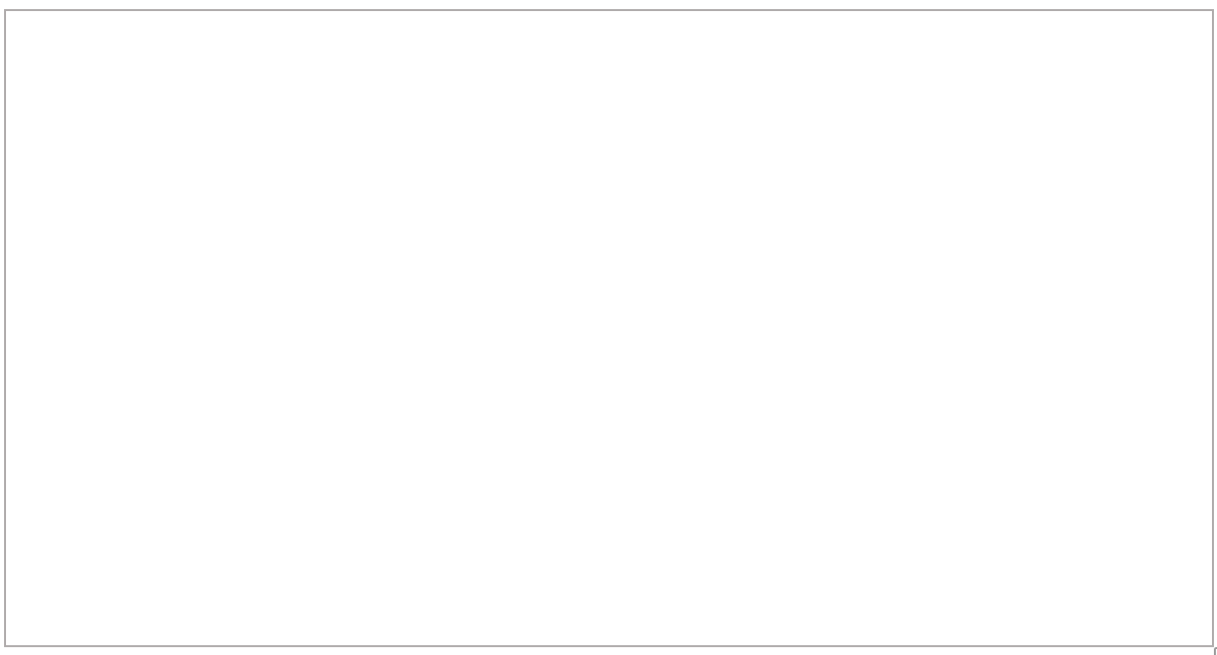
MESSAGING

Based on the information you have gathered so far, you should now be in a position to come up with the desired messaging and calls to action for your campaigns. You will also want to think about any imagery or content you might need.



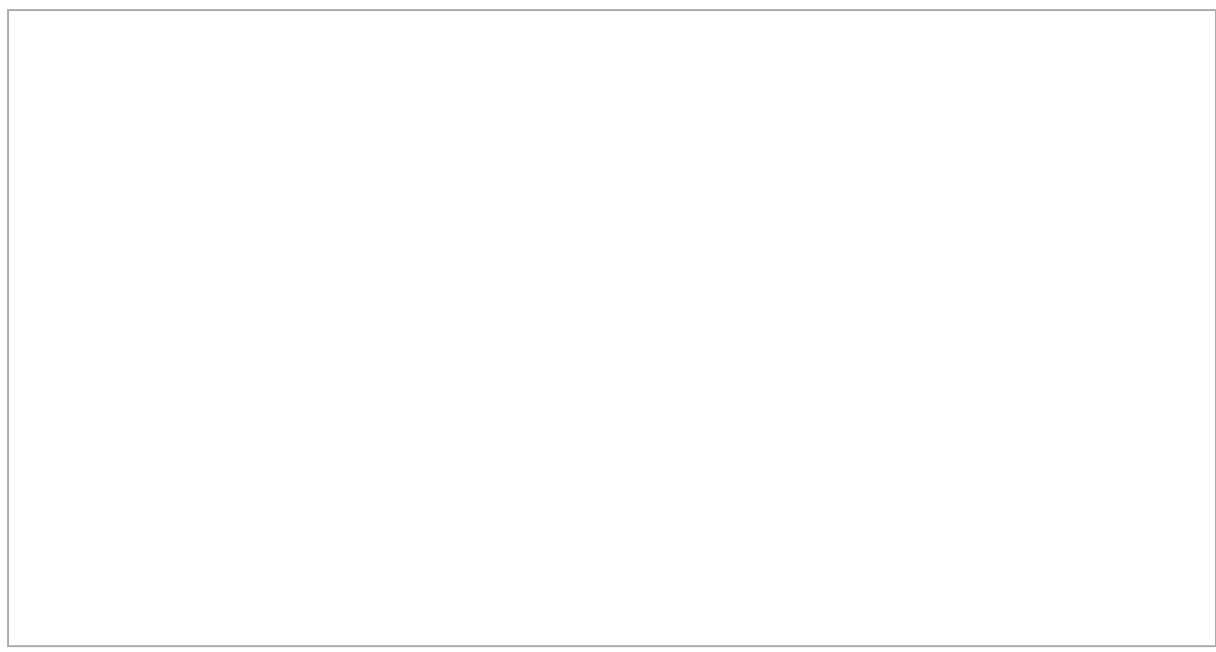
COLLABORATION

To get your campaigns running you will need the support of other departments such as sales and operations. You may also require external support. Create a list of all the departments and companies you will need to work with to make sure your campaigns are a success.



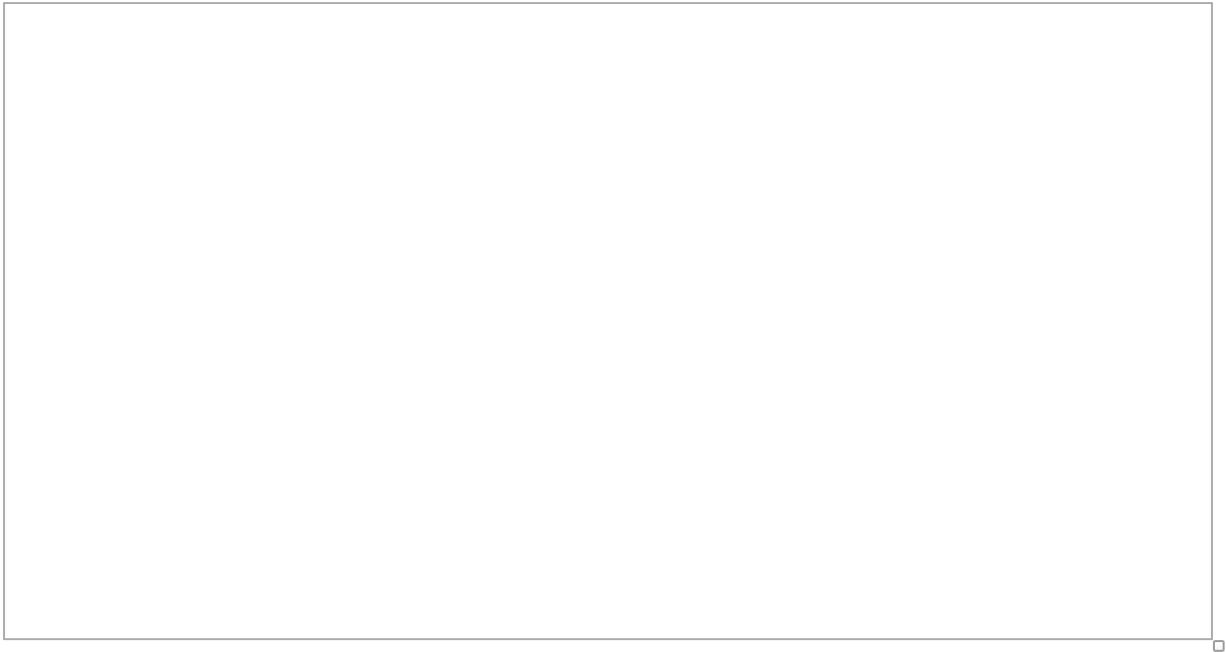
BUDGET

Identify how much is available to spend on your campaigns.



RESPONSIBILITIES & TIMESCALES

Define roles and areas of responsibility both within your team, other departments and with external companies. You will also need to agree on specific deadlines for different activities and plan in time to review your activities.



MARKETING PLAN

Bring it all together with this marketing plan.

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THANK YOU

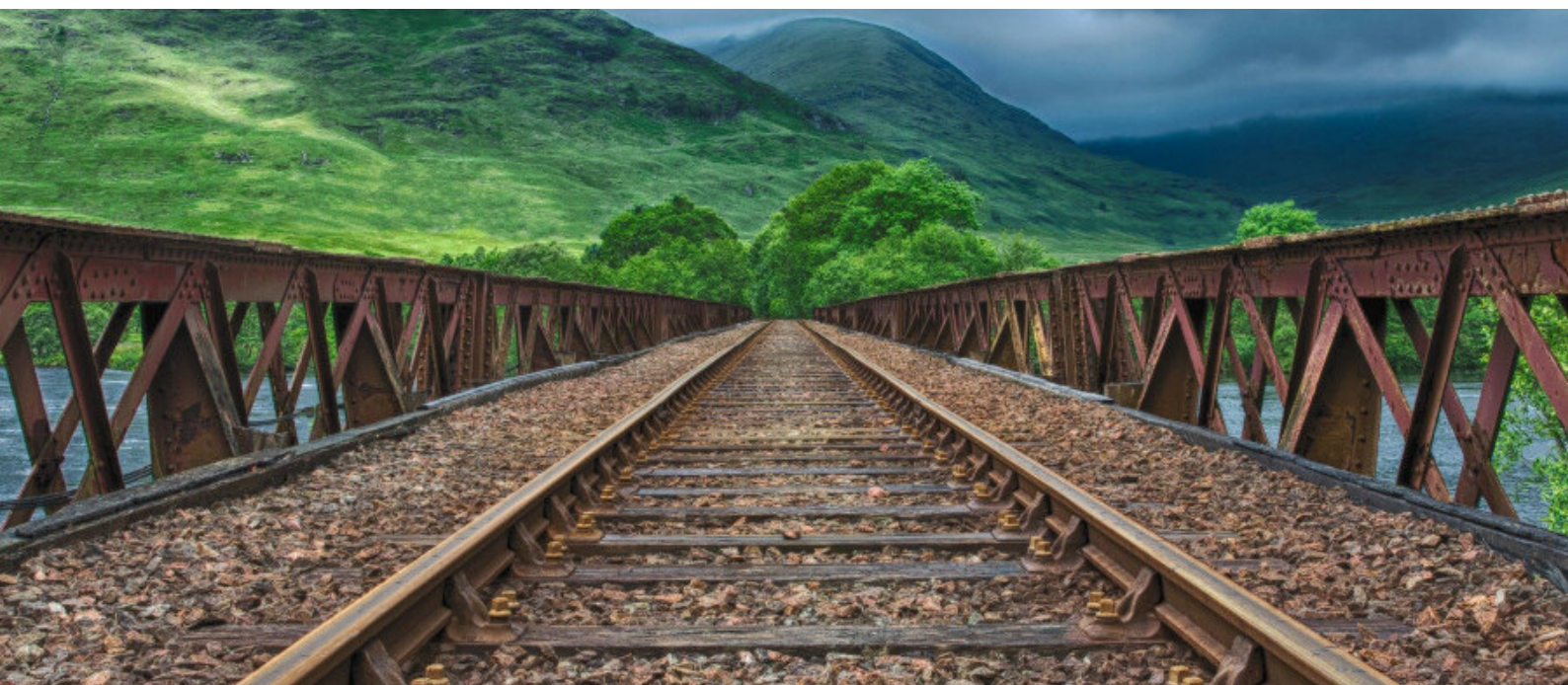
Your marketing plan is the blueprint as to how your marketing strategy is going to be implemented. Along with the strategy itself, it is one of the most important documents you can develop for your business

I hope this e-guide has pointed you in the right direction. For further information please do get in touch or schedule an exploratory call to see how we can help you.



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Making Marketing Crystal Clear



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