

Welcome to our marketing plan template.

The marketing plan is split into 4 main sections:

1. Where are we now
2. Where do we want to be
3. How are we going to get there
4. How well did we do

Each section is then broken down into smaller manageable sections for you to work through and apply to your business.

As you go through you will see there is some commentary to explain what to write in each section.

By producing a marketing plan this allows you to step back and take time out to plan your marketing which will benefit your business long term to help you grow and thrive.

It will:

- keep you focused on your goals and help you to budget
- allow you to establish and monitor timelines
- integrate long term planning and short-term implementation
- enable you to measure results and successes
- help you to make clearer business decisions

I'd love to hear how you get on, pop on over to The Little Marketing Company Facebook Group and let us know or drop me an email info@thelittlemarketingcompany.com

Good Luck!

Your Small Business Marketing Mentor

***“FAIL TO PLAN
PLAN TO FAIL”***

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The Introduction

Business Objectives

This section should be completed last and includes your description of company, mission, vision and values along with your expected profit.

Finances - Incomings and expenditure

You probably already have your incomings and expenditure within your business plan and with your accountant.

It's also important to know these figures from a marketing point of view so you can forecast:

- How many sales you need to make each year
- Broken down into each month
- Then how many customers you need to achieve this

Incomings	Outgoings

Situational Analysis - Where are we now?

Review your current marketing activities.

Use the template opposite to review your marketing materials and then write your summary here.

SWOT Analysis

What internal and external factors could affect your business that you can control (Strengths & Weaknesses) and that are out of your control (Opportunities & Threats)

List the external factors that could happen that would affect your business thinking about:
POLITICAL / ECONOMICAL / SOCIAL / TECHNOLOGICAL / LEGAL / ENVIRONMENTAL factors.

Strengths	Weaknesses
Opportunities	Threats

Statement of key opportunities and contingencies

This is your SWOT analysis opportunities and contingencies. From the previous page, how would you utilise your strengths and opportunities and how can you overcome your weaknesses and threats. Add dates next to your actions as to when these will be completed.

Action	Completed by

Target Audience / Client Avatar

Customers / Prospects - This section is really important, you need to get your target audience right for the rest of the plan to work. Think about their age, male/female, where do they live, what are their interests etc. Can these be broken down into smaller segments to help with targeting your marketing activities?

What products / services are you selling? List each product	Who needs to know about each one? Some products will be similar others will have differences to give you your groups.

From the above who are your target audience groups?

For each of these target groups use the following templates to do an in depth analysis of your target audience groups. You may only have 2 or 3 groups and that's fine.

Target Audience Group 1

Group Name:

What are their characteristics? (Age, gender, location, job title, industry size)	What are their interests?
Where do they hang out online and offline?	
What are their needs / motivations?	What are their problems / pain points?

Target Audience Group 2

Group Name:

What are their characteristics? (Age, gender, location, job title, industry size)	What are their interests?
Where do they hang out online and offline?	
What are their needs / motivations?	What are their problems / pain points?

Target Audience Group 3

Group Name:

What are their characteristics? (Age, gender, location, job title, industry size)	What are their interests?
Where do they hang out online and offline?	
What are their needs / motivations?	What are their problems / pain points?

Target Audience Group 4

Group Name:

What are their characteristics? (Age, gender, location, job title, industry size)	What are their interests?
Where do they hang out online and offline?	
What are their needs / motivations?	What are their problems / pain points?

Target Audience Group 5

Group Name:

What are their characteristics? (Age, gender, location, job title, industry size)	What are their interests?
Where do they hang out online and offline?	
What are their needs / motivations?	What are their problems / pain points?

Target Audience / Client Avatar

Use this section to write a summary of your target audience groups.

Competitor Analysis

Who are your competitors?

What are their USP's? (unique selling points) What makes them different?

Where are they based?

What are the prices of their products?

What are their strengths and weaknesses?

Review your competitor's websites, what offers do they have? What's their brand differentiation

Once you have completed your competitor analysis think about what you can improve on in your business and what you are already better at. Then add these into your SWOT analysis.

Complete the template opposite to produce an in-depth analysis of your competitors. Then write a summary of your competitor analysis below.

Where do you want to be?

Objectives & Goals

In line with your business goals set your marketing objectives ensuring your objectives are SMART so they can be tracked.

SMART Objectives:

- Specific - what exactly needs to be accomplished
- Measurable - include metric / figures
- Achievable - what resources do you need to achieve the goal
- Realistic - are they in line with overall business goals
- Timebound - add a target date to achieve by

Example: To increase sales of 'X' product from 2% to 5% of our target group by January 2019.

Write your business goals below.

Business Goals

Marketing Goals / Objectives

Look back through your SWOT analysis, target audience review and your competitor analysis. Then use these answers to write your marketing objectives.

How are you going to get there?

Marketing Strategies (Marketing Mix - 7P's)

Product

What are you selling?

What is your Unique Selling Point / what makes you different?

Complete the products/services template on page 27 to describe your products features and benefits in more detail.

Price

What are the prices of your products?

How do you price your products?

Do you discount?

How does this compare to your competitors?

Add prices to the products/services template on page 27.

Place

Where and how are you currently selling your products? Think about how you can make it easier for your customers to make a purchase for example: website with a shop page so people can buy online

People

Customer care quality - are you actively promoting a culture of service within the business?
Are you recruiting the right people?
Are you providing them with the tools and training to do the job?
Are more staff required to meet your business goals?

Processes

Can your team deliver a consistent level of service to all customers at all times?
Do you have written procedures in place to ensure consistent level of service?
Complaints, after sales care, consultations, etc...
Think if you were on holiday or sick, could the business still run without you there?

Physical Evidence

This links to your brand. What message does the appearance of your premises / people send out to customers?

Would staff benefit from a uniform?

Does your premises have a unique feature you can exploit?

Think about the brand image and using stand out in terms of the decor.

Promotion

This links to one of the first tasks you did on pages 8 & 9 reviewing your current marketing activities.

What promotional activities are you currently carrying out?

Are you assessing / tracking these?

How will these activities be measured?

Are you getting results?

Are they working towards achieving your marketing objectives?

Use the table on page 28 & 29 titled 'promotional activities' to list the marketing activities you could be doing to promote your business. This is where you can be creative and write anything down regardless of your time or your budget as this will be reviewed later on. Remember to think about your marketing goals and what you want to achieve.

Products/Services Template

Product / Service	Price	Features Characteristics of your product	Benefits Reason customer buys product	Unique Selling Point

Promotional Activities	
Promotion	
Advertising Offline	
Advertising Online	
Personal Selling / Events / Networking	
Direct Marketing / Email	
Publicity / PR	

Promotional Activities continued	
Promotion	
Sponsorship	
Sales Promotion	
Word of Mouth	
Website	
Social Media	

Action Plan / Schedule (Use the activities from the promotional activities table)

Activity	Objective (Working towards)

Resources

Your plan needs to define how much time and money your business is going to devote to its marketing. Go back to your goals, strategy and tactics and work out:

- What you can afford each month?
- Which goals are the most important for your business?

Consider which goals you can achieve for free & which require investment. Then look at how you'll fit them into your schedule.

Allow a contingency budget for opportunities that fit your strategy.

Use the templates that follow to plan out your key activities for each quarter - then work back to what needs to be done for each activity.

Quarter 1

January

February

March

Quarter 2

April

May

June

Quarter 3

July

August

September

Quarter 4

October

November

December

How well did you do?

Measuring Results

Schedule time to analyse your results monthly to review your campaigns.

Track and measure every marketing activity.

Note down what you learnt from each marketing activity.

How can you improve for next time?

Refer to your marketing plan regularly to check you are on track.

Review your marketing plan quarterly as things can change.

Complete the template over the page when reviewing your marketing activities. Use the below section to write a summary of your results.

