Your logo

**Your Marketing Plan**

**Version 1**

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Background

A bit of background information to your business, how long it might have been trading, what the nature of the business is, any recent significant changes and what you are looking to now achieve.

Marketing Objectives

* Create a bullet point list of the things that you want to achieve from a marketing perspective and identity your priorities

Customers - new or existing

Thinking about the customer journey and routes to market

**Customer Profiles**

**Front Row 5**

This is a concept that considers who the key customers might be, where they are located, their lifestyle, motivation and what drives them to purchase from the site. Give them names to distinguish them from each other.

1. ABC

2. DEF

3. GHJ

4. KLM

5. NOP

**Customer Profiles in More Detail**

**1. ABC**

* List their likes and dislikes
* Location
* Demographics
* How they shop
* Why they shop this way
* Disposable income

**2. DEF**

* List their likes and dislikes
* Location
* Demographics
* How they shop
* Why they shop this way
* Disposable income

**3. GHJ**

* List their likes and dislikes
* Location
* Demographics
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**4. KLM**

* List their likes and dislikes
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* Why they shop this way
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**5. NOP**

* List their likes and dislikes
* Location
* Demographics
* How they shop
* Why they shop this way
* Disposable income

The Products

**Product Ranges/Services Offered**

* List or describe the product or service offering

**Product or Service Pricing**

What the pricing policy and how does that compare with what’s on the market - so how will the pricing position the products or services offered.

Brand

Describe the brand

**Product Packaging/Service Detail or Material**

* The nitty gritty detail

**Email/Newsletter Marketing to Customers**

* What GDPR will customers sign up to

**Customer Guarantee**

What’s our customer guarantee and will they get something in the parcel they received to tell them about this? Another postcard or set of instructions or something? Include returns policy.

Promotion and Getting the Word out There

**Social Media**

How you plan to use social media.

**Consumers to Target**

* List the range of consumers to target via social media - think laterally

The strategy would be to follow these types of people and to get follows back.

**Social Media Handles: (Are they similar - they ought to be)**

Facebook account name:

Twitter account name:

Instagram account name:

Pinterest account name:

**Content Plan**

* List ideas for content

**Other ways to get the word out there**

* List your ideas here

**What the social media schedule will look like**

* List your ideas here

**PR Requirement**

Will any magazine or press articles be used to spread the word

* List them here

Other Marketing Channels and routes to Market:

* e.g. Video or podcasts

**Google Keywords and SEO**

The following is a list of key words that customers might put into google to search but what else could they search for?

* ABC

You need to figure out what our customers’ search criteria might be.

**Google Adwords**

Will you run any google ads?

Marketing Monthly Content Plan

Ideas for a monthly content plan

* Jan
* Feb
* March
* April
* May
* June
* July
* August
* September
* October
* November
* December

Can you link activity to any other local events? Could you extend this to events in other geographical areas?

Marketing Budgets

Budget required to cover the following:

* List what expenditure you might need

|  |  |
| --- | --- |
| Strengths\* JKL\* RST* NOP
* XYZ
* DEF
* ABC
 | Weaknesses* JKL
* RST
* NOP
* XYZ
* DEF
* ABC
 |
| Opportunities\* RST* NOP
* XYZ
* DEF
* ABC
 | Threats\* RST* NOP
* XYZ
* DEF
* ABC
 |

SWOT Analysis

## Competitor Analysis

Who are your main competitors.

Marketing Effectiveness

How will we know if the marketing strategy is working?

* though sales figures
* via social media stats - posts, likes and followers
* via articles published and curated from the press
* what else

Google Analytics

Do you have Google Analytics on your site and what information can that give you to inform your marketing strategy?

* geography of visitors to the site
* the impact of social media and which channels are directing traffic
* landing pages - which pages are customers spending time on and which are they skipping over
* monthly stats that show us the traffic we are achieving
* if we were to run some google ads then we can track clicks to the web site

In Summary

Review & Analysis