



Marketing Dynamics
Business Solutions

MARKETING TEMPLATE

A **MARKETING PLAN** is a rough guide of the activities and tasks that a business will undertake in order to grow.

It is a flexible document that should be reviewed periodically to ensure you are on the right track and you work towards growing your business.

To get the best results from your marketing, you have to do a mixture of things and not just 1 thing!

Your marketing and sales are always closely intertwined as one affects the other. Your marketing efforts will affect the type and amount of sales you get every month. Based on the last sales template you completed, make sure it ties into your marketing efforts.

Before you jump into marketing, you need to be clear on a few things so that you do not waste time or money or resources trying to market to the wrong persons.

Complete the following template to devise a solid marketing plan for your business:



Assumption

What are the assumptions about your industry or line of business?

Objective of this PR / Marketing Plan

List out 5-8 things that have to happen once you implement your marketing plan. What is your desire?

- 1.
- 2
- 3
- 4
- 5

Financial Objectives

Write out the amount of money to be made over the next 3 months and then break it down into per month and then per week based on your expectations from your marketing plan

3 months-

1 month-

Per week-

Market Trends

What are 3 trends currently happening in your industry?

- 1
- 2
- 3





Strategy of Marketing Plan

Write out at least 6 strategies you are going to be using to achieve success in your marketing
eg. Networking, videos, posting consistently, collaboration etc

1
2
3
4
5
6

Target Market

Get very clear about what your audience looks like and who you are serving. Answer these questions:

Male or Female?

What age range?

Employment status?

Upper, middle or lower class?

Average monthly salary?

Average disposable income?

Where do they live? (local, regional, international or East, West, North, South)

What is their biggest complaint/ challenge?

How does your business solve this challenge?

Where do they normally go looking for solutions?

Who or where do they turn to for help?





Key Messages

You have to be very clear about what you want to know for and as. What is the key message your ideal clients should know. State it in 1 sentence here:

My Key message is:

Timing / Seasonality

You need to give yourself a time frame for your plan so you can review the results. The best is either 3 or 6 months. Write out when this plan must start and when you will be evaluating it again.

Marketing Activities

SOCIAL MEDIA-

1. List where on social media you will be showing up. Remember to also link back to where your ideal clients are. Choose 2-3 main platforms to focus on
2. Write out the list of activities you will be doing on each platform and get as specific as possible eg. Post 3 times a day on facebook at 9am, 3pm and 8pm
3. Write out what you plan to share eg. Tips/advice, images, videos, product shots, blogs/articles etc
4. Write out the promotions you plan to have over the next 3 months in a synopsis
5. Write out who you need to collaborate or reach out to on social media and the benefit of the connection to both parties
6. Write out which groups/ forums you will be participating in and how often you will be participating
7. Write out at least 10 topics you feel you can speak confidently about your business (Think of the most obvious things)
8. Break these 10 topics up into content pieces eg. Blog, video, image post etc
9. Create an opt-in or something like a checklist or swipe file which will help your ideal clients
10. List 3 tactics you have done in the past that brought you results (rinse and repeat)
11. Identify 3-5 of your best customers over the last 2 months and ask them for a testimonial

TRADITIONAL MEDIA

12. Choose 1 newspaper and 2 radio stations that your ideal clients listen to (If not sure ask them!)
13. Think about the community you belong to and decide how your business can get involved eg. Youth group sponsorship, sports sponsorship, church sponsorship etc
14. Create a pop up store where persons can sample your product or services

(If not sure ask them!)

(All media coverage must be shared on social media platforms)

STRATEGIC PLACEMENT

Think of at least 3-5 places that you would like your products to be displayed or your business name and services to be prominent. (billboard, offices, retail stores, website listing etc)

UPCOMING EVENTS

Make a list of all the upcoming events for the year where your product or service will be in demand (holidays, long weekends, signature events etc.)

Make a list of associations/group where your ideal clients are involved (eg. AFETT, HRMATT, PRATT, Chamber, Diabetes Associations, NEDCO etc)

Monitoring & Evaluation

Decide how you will be monitoring your campaign. Would you be conducting a survey? And would it be online or face-to-face. Or would you be doing a focus group. Decide how you want your success to be measured.

Based on all the information you have written above, create a 3-month calendar and spread out each activity in calendar. Some rules of thumb

- 1. Some activities have to be repeated more than once**
- 2. Leave space and note time for follow ups**
- 3. Do not try to do everything at once. Be realistic about your time and resources**
- 4. Always leave wiggle room**



Calendar Example for 1 month

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | | |
| | | | | | | |
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