



MARKETING STRATEGY PLAN

INITIAL MARKETING STRATEGY OVERVIEW

At the simplest level, in order to create a good marketing plan you need these basic things:

- Lots of information - research, input from clients and staff, an awareness of your industry or profession and what's happening in your area of expertise
- Innovative ideas, creativity, time, and analysis
- The initiative and the ability to get it done and the wherewithal to consistently follow through

Developing a good marketing plan is like developing your road map...what paths will you take, which turns will you make and, most important of all, where have you been until now and where are you are going? Unless you have a series of destinations (goals) along your road map, how will you know which paths to take to get there?

A good plan conveys your company's vision to target markets, customers and employees. As part of this vision, your plan should describe your organization's short-term & long-term goals, how you plan to get there, any stops you might have to make along the way, and key landmarks on the road map to executing the plan.

A marketing plan offers a simple strategy or set of strategies, a marketing calendar, the tactics and ammunition, and an evaluation system, that will give you complete control of your marketing.

SELF-ASSESSMENT QUESTIONNAIRE

In order to conduct a successful marketing program and put a realistic plan together, you must be able to answer the following questions:

1) What business are we in? (Manufacturing, professional services, retail, etc.)

2) What is our identity...our vision for the business?

3) What products/services do we really provide to our customers?

4) What are the benefits of these products/services to our customers?



5) Do we have a niche? What is it?

6) Who is our target market? Realistically, how large is that market?

7) Are there a few market segments within the target market that we intend to serve?
(If yes, describe the age, sex, income level and lifestyle characteristics of each market segment.)

8) Can we sell more products/services to our current customers? What are they?

9) What motivates the buying decisions for our products/services?

10) What are our strengths, weaknesses, opportunities, threats? (SWOT Analysis)

- Strengths:

- Weaknesses

- Opportunities:

- Threats:



marketshare communications

11) Who is our competition? What are their strengths and weaknesses?

12) How are we distinctive from our competition?

13) What strategies will we use to attract and keep customers?

(E.g., better price, better service, better location(s), unique service or product no one else offers, etc.)

14) What have we done in the past - did it work? How do we know? (Accountability?)

15) How do we want to position ourselves and our products/services?

16) What are the key messages we want to convey in our marketing?

17) What was our approximate sales volume last year, and anticipated for the upcoming year?



THE NEXT STEP

- Construct the business marketing plan
- Develop the advertising and marketing strategies
- Plan the integrated marketing equation
The overview of website, social media, advertising, public relations, direct mail, newsletters, e-mail blasts, trade shows, promotional products
- Make sure the goals we set are realistic & achievable
- Implement the integrated marketing plan
- Periodically assess the plan and be sure it is yielding the desired results - if not restructure plan. Eliminate what's not working, continue and strengthen what is working.