



An 8-stage Marketing Plan Template

STAGE 1 – ANALYSIS Where are you now?

i) Internally - Within your business?

- Your current situation
- Your products and services
- Your customers
- Your competitors
- Your existing marketing activities

ii) Externally - 'The big picture for your business'

- Two marketing models
 - 'PEST' Political (incl. Legal/Regulatory) Economic, Social, Technological
 - 'SWOT' Strengths, Weaknesses, Opportunities and Threats

STAGE 2 - IDENTIFYING KEY ISSUES TO BE ADDRESSED

- These will have arisen from the process of going through Stage 1.

STAGE 3 – SETTING AIMS AND OBJECTIVES

- Have you set some realistic overall business goals for the next 12 months?
- Marketing objectives
- A positioning statement/branding

STAGE 4 - STRATEGIES TO ACHIEVE YOUR OBJECTIVES – 'Ansoff Matrix'

- You can only do four things - 'Market Penetration' - more business from existing clients; 'Market Development' - launching an existing service to new clients; 'Product Development' - launching a new service to an existing clients; 'Diversification' - launching a new service to new clients

STAGE 5 - IMPLEMENTING YOUR CAMPAIGNS

- Specific Marketing Activities - 'The Right Tools For The Job' - for Prospects, Contacts, Potential Clients, Clients, advocates e.g. your website, newsletters, Customer feedback etc

STAGE 6 – SETTING YOUR MARKETING BUDGET

Think of marketing as an investment, not a cost. Budget can be set according to:

- Percentage of revenue e.g. between 1% and 10% of your turnover
- Budget history - based on previous year's expenditure
- Task basis - What stage is your business at – growth phase or seeking steady growth?
- What are your competitors doing – could be difficult to find out
- A hybrid of the above

STAGE 7 MONITORING PROGRESS

- Adapting your plan to a changing market regular review – don't stick it in a file
- You may not have a dedicated marketing resource but who will take responsibility?
- Get feedback, measure results and amend

STAGE 8 - Attitude And Approach

- Your attitude that can be the difference between success and failure.