

# The Small Business Marketing Agency

## Marketing Plan Template

Use this template as a guide to creating your own marketing plan

### Using this template...

- ✓ Understand your market
- ✓ Identify business opportunities
- ✓ Set clear, actionable objectives
- ✓ Develop your marketing strategy
- ✓ Review your marketing action plan



## INTRODUCTION

What are the key objectives that you want to achieve? The purpose of your marketing plan is to support you in achieving these objectives. Try to be specific – do you want to increase sales, grow your customer base etc.?

# 1. YOUR MARKET

## 1.1 WHO ARE YOUR CUSTOMERS?

Answer the following questions:

- Who are your customers?
- What are their needs?
- What motivates them to buy your offer?
- Can you segment your customers into separate groups of people with difference needs and characteristics?
- Are there people who aren't currently customers but who may benefit from what you have to offer?

## 1.2 WHO ARE YOUR COMPETITORS?

Answer the following questions:

- Who are your competitors?
- Why might your customers choose a competitors' offering over yours?

## 1.3 OTHER MARKETING ACTIVITY

Answer the following question:

- What marketing opportunities do you not currently engage in? Are they relevant to your business?

# 2. MARKET OPPORTUNITIES

## 2.1 WHAT ARE OUR STRENGTHS?

Answer the following questions:

- What are the strengths of your product or service? Is it high quality, does it have a unique selling proposition?
- How does your product or service compare to your competitors' offer?

## 2.2 WHAT COULD WE IMPROVE ON?

Answer the following questions:

- Are there any aspects of your product or service which are weak?
- Have your customers complained about any aspect of your offer?

## 2.3 WHAT OPPORTUNITIES ARE THERE?

Answer the following questions:

- Which of your strengths are you not taking advantage of?
- Are there any trends in your market that you and your competitors are not catering to?
- Are there any gaps in your market that you could fill?
- Are there any additional uses for your product or service which you could draw attention to?

## 2.4 WHAT OBSTACLES ARE THERE?

Answer the following questions:

- What is preventing you from implementing your marketing plan? Are they internal or external? E.g. money, time, resources etc.

# 3. YOUR OBJECTIVES

Answer the following questions:

- What are your key business objectives? Make them SMART (specific, measurable, agreed, attainable and achievable, realistic and resourced, time-bound).
- What are your deadlines for each objective?
- What resources do you have to help you fulfil your objectives?
- What extra resources will you need to help you fulfil your objectives?

# 4. YOUR MARKETING STRATEGY AND PLAN

## 4.1 TARGET CUSTOMERS

Answer the following questions:

- Who are your target customers?
- What do you know about them? For example, where do they live, what age/gender are they, what other products do they buy?
- Where are they likely to find out about your product or service?
- How do they prefer to buy your product or service?
- Which are the most profitable customers?
- Which could become more profitable customers?

## 4.2 WHAT PRODUCTS OR SERVICES CAN WE OFFER OUR TARGET CUSTOMERS?

Answer the following question:

- What products or services can you offer each of your customer groups in order to achieve your objectives?

## 4.3 HOW CAN WE ENCOURAGE THESE PEOPLE TO TAKE UP THE OFFER?

Answer the following questions:

- What aspect of your product or service will be most attractive to each of your target customer groups?
- Will you need to offer them an incentive to take up your offer?

## 4.4 HOW DO WE COMMUNICATE OUR OFFER?

Answer the following questions:

- How can we reach each of our target customer groups? What information do they need about the product or service?
- Will the investment justify the likely return on investment?
- Which is likely to be the most profitable marketing channel?

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## 4.5 MARKETING ACTION PLAN

Use the table below to summarise your strategy.

When	What	Target customer(s)	Objective(s)	Cost (if any)

# 5. REVIEWING YOUR MARKETING ACTION PLAN

How will you know that your plan has been a success? Identify appropriate measures for success and put realistic timescales against each activity in your action plan. Review an action plan regularly to make sure you are on track.

<b>Marketing activity</b>	<b>1<sup>st</sup> review date</b>	<b>Measure of success at 1<sup>st</sup> review</b>	<b>2<sup>nd</sup> review date</b>	<b>Measure of success at 2<sup>nd</sup> review</b>	<b>Final deadline</b>	<b>Measure of success at end date</b>

# THANK YOU!

We hope you enjoyed our free template to help you develop a marketing plan for your business. Effective marketing should be clear and simple, support you in achieving your objectives and always deliver a positive return on your investment.

You need to know whether investing your well-earned profits in a particular marketing activity is a wise choice for your business. You need to know the impact it could have on your cash flow, and whether you can manage any additional work that will come with carrying out that marketing activity.

## INTRODUCING THE SMALL BUSINESS MARKETING AGENCY

As a small business, we understand the challenges that come with running your own business and the risks that come with it. When you're thinking about taking your business to the next level, it's always helpful to get a second opinion on how you can get there – to help you identify which marketing channels will work best for your business.

Our team have over **6 years' experience** in working with hundreds of small businesses across the UK to help them achieve their goals with marketing solutions which are perfectly suited to them.

We love what we do and our passion comes through in everything we do. We're proud of our **100% client retention** and enjoy supporting our clients in achieving sustainable growth as their marketing partner.

You can find more free business guides on our website, all designed to help you grow your business including a number of DIY 'do it yourself' guides. If you would like to find out more about how we can help you grow your business – please feel free to get in touch. We'd love to hear from you!



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