

MARKETING ACTION PLAN

You are now ready to put all your marketing decisions into an action plan, which is a summary of all marketing initiatives that have been developed after considering each of the different elements of marketing. Distribute copies of the action plan to staff – this will help everyone to know where the business is heading and what marketing activities are underway and planned for the future.

Plans need to be flexible so that they can take advantage of opportunities as they arise or as circumstances change e.g. new competitors, changing economic conditions. Your action plan is best presented in a simple table format:

TEMPLATE FOR MARKETING ACTION PLAN:

Campaign title:				
Campaign duration:				
Campaign objectives:				
Marketing activity	Resources required	Staff responsible	Deadline	Cost

BUDGETING YOUR MARKETING

Some of the marketing you undertake will have a cost. There are two options:

1. You identify the marketing activities that you would like to undertake if money were no object and then prioritise according to the resources available or,
2. Establish the budget that you are prepared to allocate to marketing and then allocate costs against those activities that you determine to be necessary to the success of your business.

MONITORING AND EVALUATION

Marketing is an ongoing process. Monitoring the results of your marketing activities will help you find out how successful it has been and will assist you with future promotions and advertising.

Ways of measuring the performance of your marketing plan include changes to sales figures, market share, and profit. By keeping accurate records and monitoring sales you will be able to identify the most productive source of your bookings. It is essential you keep your own records about your customers:

- How did they hear about you?
- Where do they come from?
- Are they families, singles or couples?
- How old are they?
- Have they provided feedback?
- Are they repeat customers?

These questions will help in more effective targeting of your advertising.