

Organisation/Service Marketing Plan

Timespan

Last Updated: xxx

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1. Background

This document sets out the strategic direction for marketing activities of XXXX for the period XXX – XXX.

*Why is this strategy required?
What has led to this point so far?*

2. Mission statement

This strategy will directly support the delivery of XXXX's mission statement: XXX.

It will also support delivery of XXXX's strategic aims, which include:

- XXXX (strategic aims that are impacted by marketing)
- XXXX
- XXXX

3. Market analysis

(a) SWOT analysis

This table highlights the strengths and weaknesses of the existing service, as well as potential opportunities to deliver improvements and address possible threats.

Strengths	Weaknesses
<ul style="list-style-type: none"> <i>What are the strengths that could aid marketing activity?</i> 	<ul style="list-style-type: none"> <i>What are the weaknesses that could affect marketing activity?</i>
Opportunities	Threats
<ul style="list-style-type: none"> <i>What opportunities exist to market successfully?</i> 	<ul style="list-style-type: none"> <i>What are the potential threats to marketing successfully?</i>

(b) PESTLE analysis

This table highlights the current, future and potential external factors that are likely to have an impact on marketing activity.

Political	<ul style="list-style-type: none"> <i>What current or future political issues are likely to impact on marketing activity?</i>
Economic	<ul style="list-style-type: none"> <i>What current or future economic issues are likely to impact on marketing activity?</i>
Social	<ul style="list-style-type: none"> <i>What current or future social issues are likely to impact on marketing activity?</i>
Technological	<ul style="list-style-type: none"> <i>What current or future technological issues are likely to impact on marketing activity?</i>
Legal	<ul style="list-style-type: none"> <i>What current or future legal issues are likely to impact on marketing activity?</i>
Environmental	<ul style="list-style-type: none"> <i>What current or future environmental issues are likely to impact on marketing activity?</i>

(c) Competitor analysis

This table highlights the perceived strengths and weaknesses of competitors.

Provider	Strengths	Weaknesses
	•	•
	•	•
	•	•
	•	•

(d) User analysis

This section includes a selection of the most pertinent demographic and other relevant information that helps build a profile of key service users and identify which marketing tools are most appropriate.

(i) Demographic data

This section should include only relevant demographic data e.g. languages spoken in the local population, age profile of population etc

(ii) User profiles

User profile 1	<ul style="list-style-type: none">• <i>Who is a typical user? What are their characteristics? What are their marketing preferences?</i>
User profile 2	<ul style="list-style-type: none">• <i>Who is a typical user? What are their characteristics? What are their marketing preferences?</i>
User profile 3	<ul style="list-style-type: none">• <i>Who is a typical user? What are their characteristics? What are their marketing preferences?</i>
User profile 4	<ul style="list-style-type: none">• <i>Who is a typical user? What are their characteristics? What are their marketing preferences?</i>

(e) Key issues

This section will highlight the main issues that need to be addressed by this marketing strategy, based on the above analysis.

*What are the key issues coming from the above analysis?
What do these really mean for the organisation/service?*

4. Marketing objectives

What specific objectives are you looking to achieve through your marketing strategy?

The following objectives reflect both the strategic aims and the key issues identified above:

(i) **Overall objective**
SMART indicators

(ii) **XXX**
XXX

(iii) **XXX**
XXX

(iv) **XXX**
XXX

(v) **XXX**
XXX

5. Target Audiences

What are the key target audiences for the organisation/service?

Why are they the key target audiences?

How can these be segmented to enable greater focus?

6. Strategies

(a) Marketing mix

This is where you will explain the strategies you will use to deliver each objective with reference to the seven Ps.

Marketing mix	Strategy
Product	<ul style="list-style-type: none">• <i>How will you amend your product or service to achieve your objectives?</i>
Price	<ul style="list-style-type: none">• <i>How will you amend your price in order to achieve your objectives?</i>
Place	<ul style="list-style-type: none">• <i>How will you amend the place or method of delivery of your service in order to achieve your objectives?</i>
Promotion	<ul style="list-style-type: none">• <i>What promotional activity will be required in order to achieve your objectives?</i>
People	<ul style="list-style-type: none">• <i>What staff resources will need to be in place in order to achieve your objectives?</i>
Process	<ul style="list-style-type: none">• <i>What processes will need to be in place in order to achieve your objectives?</i>
Physical evidence	<ul style="list-style-type: none">• <i>What physical evidence will need to be in place in order to achieve your objectives? E.g. facilities, testimonials etc</i>

(b) Branding strategy

How will you develop your brand in order to meet your objectives?

7. Marketing communication tools

The table below outlines the specific tools that will be used to deliver the above strategies:

Tool	Outline	Objectives	Target Audiences	Additional Budget required approx. (£)
Online				
e.g. New web presence	Development of an effective web presence.	iii, vii	All users	£15,000
Offline				
e.g. Media relations	Proactive work with the media to share good news about the service locally and regionally.	ii	All users	-
Relationship Marketing				
e.g. GP education events	Deliver biannual primary care education events to ensure primary care staff are abreast of the latest developments in the Trust's services.	v	Primary care	£800 (for 2 events)

8. Key Messages

(a) Competitive advantages

*What are the competitive advantages of the organisation/service?
Are there any other key messages?*

(b) Key messages by audience

How will these messages be personalised for different audiences?

Message	Staff	GPs	X	X	X	X
	No	Yes				

9. Budget and resources requirements

*What is the overall budget?
Which of the proposed activity will incur costs?
With who will this money be spent?*

- *Item, cost and potential supplier*
- XXX
- XXX
- XXX

10. Evaluation and control

The success of this strategy should be assessed directly against the objectives and corresponding metrics identified in section 4.

The marketing tools identified in section 7 should also be assessed independently through a range of methods, including:

Which metrics will be used to measure success?

11. Action Plan

*What are your next steps?
What are the timescales?
This can work well in the form of a Gantt chart, but there are other ways to display this too that might be more appropriate.*