

Building blocks for a tangible marketing plan to take your vision from inspiration to creation.



# Building a tangible marketing plan

From your business and marketing plans you will have identified your customers and competitors and developed a strategy to make your business stand out. These questions should help bring the key information together to help integrate your total marketing effort and ensure a structured approach to developing products and services that meet and satisfy your customers' needs.

The following pages have been structured a little like a research document, the answers will help build a suitable practical communication/ marketing led program with dates and responsibilities for each task and will also include something of the following:

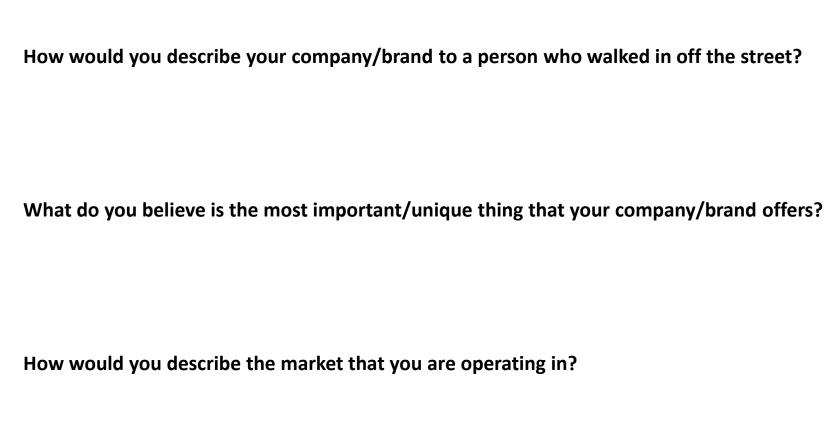
Market overview SWOT analysis Key business issues Key marketing issues Marketing objectives Target market

Brand positioning Communication objectives Creative brief Promotional plan Financials

Fill in as much as you can with answers required for any \* areas to ensure the best possible outcome. Send it back to Flourish, tree@flourish.marketing to receive your customised tangible marketing plan.



# **Background Information**





### Market Overview\*

#### What types of people are currently using your product/service?

Please include numbers if you can or some guess at the proportion.

ie people currently using our services— tend to be XXX age, use us because they XXXX they would be around XX of our sales

What do you think/know is the current size of your market? Is it growing year on year (or not)?

How do your current target find out about you?



# Competitors

Who are they, where are they (geographically), what do they specialise in?

Note: competitors are not just those who do what we do. It may help to think about what stops people coming back to your company - what competes for their time and money and stops them coming back.

<b>SWOT*</b> (Use the prompts on the next page to work through each of these areas separately.)	
Internal Environment Analysis	
Strengths eg: what are the strengths of the team & product (individually and as a group)	Weaknesses What aren't you/product set up to handle – either through the people or the structure
External Environment Analysis	
Opportunities Think about the demographics of the area, changes in technology, or local government	Threats What could affect your company/brand in the future? This could be from new technology or retail distribution hurdles.



### Thoughts for SWOT\*

#### **SWOT** analysis

Typical areas that are considered when businesses fill in a SWOT are:

**Business Direction:** 

Company reputation

Market Share

**Customer Satisfaction** 

**Customer retention** 

Product Quality Service Quality

**Pricing effectiveness** 

Distribution effectiveness

Promotion effectiveness

Geographical coverage

Finance:

Availability of capital

Cash flow

Retail:

Site location

**Facilities** 

Cost of goods

Able, dedicated workforce

Available time

Technical skills

**Organisation:** 

Visionary, capable leadership

Dedicated employees, consultants

Entrepreneurial orientation

Flexible or responsive



# Key Business Issues\*

What do you think are the main 'hurdles' that your company must get over this year? (aim for short list of 5)



# Marketing Opportunities\*

#### Marketing:

Think about the opportunities that you have in getting the word out there.

What are the hurdles to achieving these opportunities?



# Target Marketing\*

Who will be the easiest group of people to reach, and sell to this year? The "low hanging fruit".

How do you think we should reach this group?

When do you think we should talk to this group?

ie Is there one season that would be best? Or is there one month better than another?



# Budget\*

What allocation has been made to drive the company's direction for this calendar year?



Jacoba Dalziel, Alistair Simpson,

Managing Director General Manager – Creative Print

Phone: 02 9420 2499 Web: www.flourish.marketing

Email: tree@flourish.marketing F27, 16 Mars Rd, Lane Cove West, NSW 2066