



FLOURISH

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

How would you describe your company/brand to a person who walked in off the street?

What do you believe is the most important/unique thing that your company/brand offers?

How would you describe the market that you are operating in?



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.

SWOT*

(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?



FLOURISH

PROMOTIONAL MARKETING

Jacoba Dalziel,

Managing Director

Phone: 02 9420 2499

Email: tree@flourish.marketing

Alistair Simpson,

General Manager – Creative Print

Web: www.flourish.marketing

F27, 16 Mars Rd, Lane Cove West, NSW 2066