

# QUICK MARKETING Plan



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**Quick Marketing Plan**

## Outline

**Situation – Where are we now? UCP, Vision & Points of Culture**

**Marketing in Use SWOT Analysis Resources**

**Who - The Personas**

**Objectives – Where do we want to be? Targets, Aims & Objectives**

**Strategy – How do we get there? Target Market**

**Tactics – How exactly do we get there? Avenues Available Social Media**

**Action – What is our plan? Your Plan**

**Control – Did we get there? Review**

**Break Even Analysis**

## Situation: UCP, Vision and Points of Culture

List all you can about your business – your unique selling point, mission statement, vision and points of culture.

**Unique Customer Proposition:**

**Mission Statement:**

**Vision:**

**Points of Culture:**

## **Situation: Marketing in Use**

List all the current marketing you carry out and record how successful you think it is, based on leads and conversions. Include any online methods and try to give as much detail as possible.

## Situation: SWOT Analysis

List all the strengths, opportunities, weaknesses and threats in your current marketplace.

Strengths	Weaknesses
1	1
2	2
3	3
4	4
5	5

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Opportunities	Threats
1	1
2	2
3	3
4	4
5	5

### Situation: Resources

*List your current resources – your team, facilities and any added input which may be useful when working on a marketing plan.*

To make sure it's clear in your marketing message, who are you looking to attract?  
Creating a detailed persona will allow you to tailor messages specifically to those people. They will be the top percentage who, when they hear/see your message, will act.

## Persona 1:

Names:

Ages:

Gender:

Location:

Education Level:

Occupation:

Income Level:

Interests and Hobbies:

Values:

Personality Traits:

Favourite Brands:

Short Term Goals:

Long Term Goals

Ambition:

Struggles and Challenges:

What motivates them to purchase?

Price Sensitivity:

Notes:

## Persona 2:

Names:

Ages:

Gender:

Location:

Education Level:

Occupation:

Income Level:

Interests and Hobbies:

Values:

Personality Traits:

Favourite Brands:

Short Term Goals:

Long Term Goals

Ambition:

Struggles and Challenges:

What motivates them to purchase?

Price Sensitivity:

Notes:



## Persona 3:

Names:

Ages:

Gender:

Location:

Education Level:

Occupation:

Income Level:

Interests and Hobbies:

Values:

Personality Traits:

Favourite Brands:

Short Term Goals:

Long Term Goals

Ambition:

Struggles and Challenges:

What motivates them to purchase?

Price Sensitivity:

Notes:

## Objectives: Targets, Aims & Objectives

List your company's targets, aims and objectives, both long term and short term.

### **Targets:**

### **Aims:**

### **Objectives:**

## Strategy: Target Market

Describe your ideal customer in as much detail as possible, thinking about any specifics you can list, based on the personas.

## Tactics: Avenues Available

Look through the following list and see if any of these avenues are a possibility in your marketing. Also, add any additional avenues you can think of.

**Website Pay Per Click**

**Blog Shows/Exhibitions**

**Press Articles Newsletter**

**Testimonials Networking Events**

**Mail Shots Telemarketing**

**Webinars Paid Advertising**

**Open Days Videos**

**Community Interest Social Media**

## Tactics: Social Media

There are a range of different social media channels available but it's not usually necessary to be on them all. Pick those you feel are most appropriate for your business, and give a brief overview of the reasons.

**LinkedIn**

**Facebook**

**TikTok**

**Google Maps**

**YouTube**

**Pinterest**

**Instagram**

**Twitter**

**Pinterest**

## Action: Your Plan 1

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

## Action: Your Plan 2

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

## Action: Your Plan 3

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

## Action: Your Plan 4

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**



## Action: Your Plan 5

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

## Action: Your Plan 6

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

## Action: Your Plan 7

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

## Action: Your Plan 8

Based on the information you have filled in throughout this document, list your actions going forward. You may prefer this in a chart or different format – whatever is best for you. Action 1:

**Responsibility:**

**Timeframe:**

**Target Customer:**

**Further Detail:**

**Aims:**

# Break Even Analysis

It's essential that you work out your costs up front. Otherwise, you'll have no idea what you need to achieve in order for the campaign to be worthwhile. You may find out after doing the analysis that the campaign has so little chance of success, you need to go back to the drawing board altogether.

This analysis is for the whole campaign. After you've worked out your total fixed costs (for the campaign), you then work out your profit (your average pound sale minus your variable costs), which gives you enough info to work out how many responses you need in order to break even. Divide this number by the total number of letters you are planning to send out.

This will give you a percentage response rate. As a very rough guide (every case is different), anything over 15% is stretching it. If you need that high a response, you might want to have another think about it. The very best direct mail shots to cold, new lists get around 15%. The best direct mail campaign to existing clients can be around 60%. These are rare results - if you need higher than that to break even, reassess whether direct mail is the best way to go.

# Break Even Analysis

## E.g. Print Advertising Hard Costs

Advertising £ .....

Envelopes £ .....

Paper £ .....

Printing £ .....

Postage £ .....

Other £ .....

**1. Total Fixed Costs £ .....**

**2. Average £££ Sale £ .....**

### Variable Costs:

Telephone £ .....

Wages £ .....

Electricity £ .....

Rent £ .....

Brochures £ .....

Other Postage £ .....

Other £ .....

**3. Total Variables £ .....**

### Delivery Costs

Costs of Goods Sold £ .....

# Quick Marketing Plan

Taxes £ .....

Transportation £ .....

Packaging £ .....

Other £ .....

**4. Total Delivery £ .....**

**5. Net Profit [2/(3+4)] £ .....**

**6. Response Needed to Break Even (1/5) £ .....**

# Marketing That Works

Executing a marketing plan is a strategic process that transforms business objectives into actionable campaigns. This begins with meticulous preparation, from aligning resources and setting clear objectives to selecting the most effective platforms for reaching the target audience. Content tailored to each platform is then developed and disseminated. Continuous monitoring and tracking, using tools like Google Analytics, ensure real-time performance assessment. Feedback collection and periodic reviews lead to data-driven insights, enabling timely adjustments to strategies. The essence of executing a marketing plan lies in its dynamism. It's not a one-off endeavour but a cyclical process that demands ongoing attention and refinement. As the marketing landscape evolves, so must the strategies, ensuring they remain relevant, engaging, and aligned with business goals.