



THE KENSA GUIDE TO...

WRITING A
SUCCESSFUL
MARKETING
PLAN



Kensacreative

How to write a Successful Marketing Plan for your business

A simple, practical guide to help you put together a marketing plan for your business.

So, why is a good marketing plan important?

A marketing plan is more often than not the difference between success and failure. It should give your marketing activity direction in line with the businesses goals, setting crucial benchmarks and taking into account potential bumps along the way.

We've broken it down into 6 easy steps...



1

Establish Your Overall Business Objectives

A marketing plan is a key element in achieving your overall business objectives, so first you need to be clear on **what you want your business to achieve** short term and long term. Your marketing plan can then be tailored to make this happen.

2

Conduct A SWOT Analysis

A good place to start is by conducting a SWOT analysis, which assesses your Strengths and Weaknesses (internal) against your Opportunities and Threats (external).

Find out what's going on in and around your business, evaluate **internal and external factors that affect your selling power** positively, such as your Unique Selling Point's, and negatively, such as government legislation, new competitors, etc. Include any potential future predictions that may affect your business.

3

Critique Your Competitors

Whether your business is a small fish in a big pond or a big fish in a small pond, find out who your competition is (if you don't already know) and check out what they have been up to.

The Internet has never made it easier to snoop, so make notes on what you think is a successful approach and (most importantly) how you can do it better! You'll also be able to **establish how you want to position your business** relative to your competitors, for example do you want to offer a more premium or budget version of a product or service compared to them?

4

Know Your Audience

The products and/or services you offer will determine how you segment your market, this could be by demographics, industry, location, etc. Decide what your ideal customer profile is and thoroughly research each potential segment you plan to market to and discover their interests, if that group is in growth or decline, and most importantly, **if they actually have a need or want for what you are offering.**

Use this competitor analysis to identify any potential gaps in the market that you could take advantage of and remember that the broader your target audience is the more you need to take into consideration for marketing purposes. **The more specific you are, the easier it is** to construct a compelling marketing message that will convert the people you are after.

Whatever activity you undertake you first need to know who you are targeting

The bottom line is that whatever activity you choose to undertake you first need to know who you are targeting!

5

Set Marketing Targets

Once you've evaluated all of the above you can establish your marketing objectives, setting out **what you want to achieve both short term and long term.** These could range from increased brand awareness, growing your customer base / revenue, new product or service launches etc. Write them down and measure all future activity against how they will help achieve these objectives.

For example:

'Increase overall sales by 20% in the next 12 months'

or

'Break into the hospitality sector'.

6

Create Your Marketing Strategy

Once all of your objectives are ascertained this provides **the basis for your strategy in achieving them**. When figuring this out the Seven P's are a great place to start:

Product

What are you selling?

The ideal product / service provides value to your target market.

Will your target markets needs change in the future?

Have a contingency plan in place to protect against this.

Price

What is your price position?

A product is only worth what a customer is willing to pay for it.

What is your profit margin (inc. any price offers here)?

This is the only part of the marketing mix that generates revenue.

Promotion

What message do you want to promote?

Your message should focus on the benefit to your target market.

How do you plan on communicating with your target market?

Consider the most effective communication tool based on what will appeal to your target audience. Examples include:

- Direct Mail
- Website
- Email marketing
- Exhibitions
- Advertisements
- Networking
- Magazine/Newspaper
- Telemarketing
- Social Media
- Press Release
- Radio
- Word of Mouth
- Google Ads

6

(continued)

Place

Where do you plan to sell your product/service?

Online or in a shop – a good responsive website is important in both instances.

What is your distribution channel?

The product or service must be available in an expectable time frame.

People

Who works for/with you?

How your brand is perceived often lays in the hands of your staff: ensure training is up to date, which will in turn increase staff moral.

What are your customer satisfaction levels?

Happy customers can be the perfect advocates your business

Process

What process does your customer experience from start to finish?

Customers in recent times often buy into a positive experience not just the product or service – get it right and shout about it!

Physical Evidence

Can you demonstrate physical evidence of your product/service prior to purchase?

For a product this is the visual aspect displayed on a website or shop shelf, for services (and products) testimonials and case studies featured on your website or in your brochure/leaflet will do the trick.

The 7 P's work together so don't miss any element out!

Now you're ready to get your product or service out there!

But fear not, if you need any help with planning or executing any of the above just give us a shout. Plus for a limited time only, we'll even throw in a **FREE marketing review worth up to £100** for all new enquiries!

A few ways we can help your business...



A little about us

We are a friendly creative agency based in Telford, Shropshire, we spend our days crafting results driven marketing across a wide range of media. Everything we do is focused on generating more business for our clients.

Get in touch

Visit our website: www.kensa-creative.com

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