

How to sleep well
at night because
you have a plan



Step 1:

Develop Your Marketing Plan Outline

Marketing Plan Outline – bulleted declarations of your annual company Goals, Objectives, Strategies and Tactics in one or two pages.



Perfection is The Enemy of Success

Put your efforts into *executing a good plan*, not into creating the perfect plan.

Be flexible, but follow your plan and *avoid the temptation to “try something new.”*

Marketing Plan Development I – It's a Pyramid, Start at The Top

Start with Your *Business Goals for the Year* – use numbers like revenue, profitability, new customers, number of units, number of sales – which your Marketing Objectives will help you attain.

Marketing Plan Development I – It's a Pyramid, Start at The Top

Develop Marketing *Objectives* – what specific marketing activities *must be accomplished* to support your business goals like re-position your company for your “*Ideal Client,*” update the Website, increase awareness, etc.

Marketing Plan Development II – Work Your Way Into How and When

Develop Marketing *Strategies* – *how you will meet your Marketing Objectives* – start with numbers again – what budget (time and costs) is required to complete your objectives and how they relate to your Business Goals.

Marketing Plan Development II – Work Your Way Into How and When

Develop *Specific Strategies and Deadlines* – like develop content for web update and launch by a certain date, have a PR and local marketing program in place by a certain date, etc.



Marketing Plan Development III – Identify Specifics

Describe Marketing *Tactics for each Strategy* – like interview and engage Web Designer and confirm costs and deliverables to meet Web Update deadline, Develop (3) stories for PR about our *“Ideal Client’s” challenges* and how we solved them, etc.

Marketing Plan Development IV – Summarize Your Expectation of Results

List each *Major Objective* and its *budget*

Describe the *ROM* (Return On Marketing) measures of each – like Marketing Cost Per Customer or Advertising-to-Sales, etc.

Total it all and summarize the *ROM* of your plan against your *Business Goals for the Year* – Total Marketing Expenditure ÷ Net Profit (or Earnings) expressed as a %

Marketing Plan Development V –Review, Adjust, Execute

Are the numbers and expectations *realistic*?

Adjust and Execute

It's a *Living Document* – Adjust and Execute – but
Follow Your Plan