

How to develop a SUCCESSFUL Marketing Plan

Failure to prepare is preparing to fail



Objectives

should always be
SMART

Specific
exactly what you will do - e.g. increase market share by 5%.

Measurable
whatever your objective is, you need to be able to check whether you have reached it when you review your plan.

Achievable
you must have the resources you need to achieve the objective. The key resources are people and money.

Realistic
targets should stretch but not demotivate you, because they are out of reach.

Time-bound
you should set a deadline for reviewing the objectives and if they have been achieved.

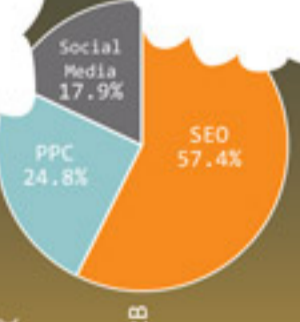
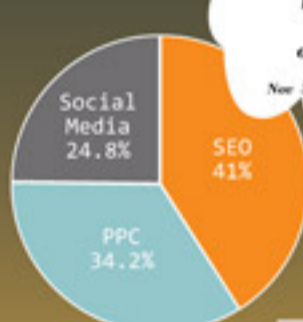
Set Budgets...

How established is your business?
What are your competitors doing?
How much can you really afford and what can be done for free?

...say it quick,
say it well...

"How are we going to get there?"

What marketing has the **BIGGEST IMPACT** on lead generation?
Nov 3, 2011 by MarketingCharts staff



Marketing Action Plan

84% of consumers are inclined to trust companies using jargon-free language
entrepreneur.com

77% of search engine users choose organic over PAID listings when searching.
InfoMedia.com

55% more traffic is recorded as a result of blogs on a companies website.
socialmediamarketing.co.uk

41% of UK firms are successfully winning customers through their social networking efforts.
searchengineland.com

70% Consumers prefer getting to know a brand through articles rather than ads.
ContentPlus

21.9m UK adults took action thanks to the direct mail they received.
centralmailing.co.uk

Empower others
Share your plans internally & charge specific individuals with responsibility

Review regularly
Take corrective action to refine your plans based on what does & what doesn't work



Create a positive story to persuade employees to help execute the marketing plan

Read all about it!

Slow and steady wins the race