MARKETING PLAN

[Insert Company Logo]

January 2024 – December 2024

Address:

Telephone:

Website: [www.yourwebsiteaddress.co.uk](http://www.yourwebsiteaddress.co.uk)

**Passion/ Mission**

NB: What is the purpose of the company? This should be a rallying call, not just a money value.

**Niche**NB: What do you do and who do you do it for?

The more specific you are, the more focused your marketing communications will be. You are looking to define your core audience. Eg. if you do Yoga classes your niche might be focused on ladies over 40, who want to stay fit, within 20 miles of your classes. You aren’t going to stop 38-year-old males travelling 40 miles, but they aren’t the target of your marketing.

**Values**

* 1
* 2
* 3

NB: What are the company values you and your team want to embody

**Three Unique Selling Points**

1. x

2. y

3. z

NB: Finding a single Unique Selling Point is nearly impossible. Find three features of your service and combine them to create your USP. Individually, none of the features will be unique, but in combination, they will set you apart.

**Guarantee.**

NB: What guarantee do you offer customers that will give them reassurance to buy from you?

**Budget**

NB: Please be realistic and use the “reasonable person test.” That is if you want to bring in £350,000 of annual recurring revenue and you have set a budget of £1,200 for the year, are you being reasonable? Is a 20,066% year-one return on investment realistic? (Yes, this is a real-life example from a business we spoke to!)

**Description of desired customers / Buyer Persona**

* A
* B
* C
* D

NB: Take this from your Niche, what are the characteristics of your ***ideal***customers?

**Aim of the Marketing Plan**

• Sales of £X per month

• Develop and market the Brand and Positioning Message of *Your Company*

• X

**Influences on customer buying decisions.**

* 1
* 2
* 3
* 4
* 4
* 5

NB: List the reasons people buy from you. What are the pain points or desires that motivate people to purchase from you? Please do some research here. Ask your customers, you may well be surprised!

**Planned Marketing Activity:**

Website

Search Engine Optimisation

Blogging

Google Ads

Facebook / Instagram Adverts

LinkedIn Adverts

Remarketing

Email Marketing

Social Media Posts

Quiz and Scorecards

Competitions

Trade Exhibitions

Leaflets

Posters

Seminars

Direct Mail

Video

Photography

Client Testimonials / Video testimonials

Case Studies

Networking

Telemarketing

PR

Display Advertising

Write and give away books

eBooks

Foot in the Door Offers

Sports or Other Sponsorship

Charity Affiliations

Business Awards

Promotional Gifts

TV and Radio adverts

Newspaper / Magazine Adverts

NB: These are just suggestions; you may have other ideas. Ideally, you want to ensure at least 5 Different Marketing Methods are active at any one time but be realistic and focus on the low hanging fruit. What is likely to give you the best Return on Investment?

If you need help with any aspect of your Marketing Plan, please do get in touch. We can help you pin down your Niche, Values, USPs etc, or help implement many of the marketing activities listed above.

Happy Marketing

**Web:**[**www.daneswood.co.uk**](http://www.daneswood.co.uk/) **Tel: 01392248365**