



Use this template to guide you towards creating sustainable and effective business marketing strategies.

Creativore can provide for you, a comprehensive marketing plan covering printed, digital and audio visual platforms as well as building striking and unique brand assets for your campaigns and on-going brand collateral.

Introduction

Explanation:

Write a short description here about what you aim to achieve with this marketing plan.

1. Understanding your market

1.1 Who are your customers?

Explanation:

In this section think about your current customers but in a way that allows you to understand their needs and what motivates them. Think about all of your customers and try to group them into different customer types with different needs. Also think about people who aren't currently customers but could benefit from your product/service.

1.2 Who are your competitors?

Explanation:

Take time to consider who your competitors are and why your customers or potential customers (as described in 1.1) might choose their product/service over yours.

1.3 Any other marketing activity you could be associated with?

Explanation:

Are there any opportunities to be involved in other marketing activities, for example local events.

2. Identifying opportunities

2.1 What are our strengths?

Explanation:

Think about your strengths; compare your product/service to your competitors.

2.2 What could we improve on?

Explanation:

Are there any aspects of your product/service which are weak? Have you had any negative feedback on your offerings?

2.3 What opportunities are there?

Explanation:

Which of your strengths are not being made the most of? What trends in your marketplace are there that are unrecognised by yourself or your competitors at the moment, are there any niches or gaps that your product/service could fill? Are there any additional uses for your product/service which you could exploit?



2.4 What obstacles may you come up against?

Explanation:

Think about what obstacles may hold you back or stop you implementing your plan. Maybe there are financial issues or time issues. These obstacles could be both internal or external.

3 Objectives

Explanation:

Develop what you stated in your introduction. What are your objectives? Try to make them as specific as possible as well as achievable. There's no point setting unrealistic targets. Give each objective a deadline to be achieved by. You will also need to look at the resources you need to meet these objectives.

4 Strategy

4.1 Target audience

Explanation:

Choose some of the customers you identified in 1.1, probably the potential customers although it may be existing customers you want to reconnect with depending upon your objectives. Describe these groups of people in even more detail than before. This will help you decide upon ways to connect with them.

4.2 What products/services can we offer them?

Explanation:

Think about what product/services you might be able to offer your target audience to help you achieve your objectives.



4.3 How can we entice these people to take up the offer?

Explanation:

Will you need to offer an incentive to people who take up your offer or will just telling people about it be enough?

4.4 How do we communicate this offer?

Explanation:

In this section think about your budget and through which channels you need to advertise to reach your target audience.

5. Action Plan

Explanation:

Use the table below to summarise your strategy.

When	What	Target Group(s)	Objective(s)	Cost (if any)

6. Reviewing your plan

Explanation:

Identify how you will know that your plan has been a success. Put timescales and measures for success against each activity in your action plan. Make sure that these are realistic, and set yourself measures to make sure you are on track and can reassess if not.

Activity	1 st review date	Measure of success at 1 st review	2 nd review date	Measure of success at 2 nd review	End date	Measure of success at end date