



Guide to writing your Marketing Plan



GRADUATING TO ENTERPRISE PROGRAMME



First page should be a numbered index of the following headings:

1. INTRODUCTION
2. COMPANY OBJECTIVES
3. MARKETS
4. MARKETING OPTIONS
5. ACTIVITY PLAN
6. COST OF MARKETING
7. SUMMARY

1. INTRODUCTION

Describe the company and supply background information on its formulation and what, if anything has been achieved to date.

Other information, which forms part of the introduction, could include:

- the way the company will operate
- the personnel
- business proposition i.e. what will make the company different from or better than its competitors.

Finish the introduction with a brief description of what the plan document contains i.e. objectives, marketing activities and options, costs, timescales etc.

2. COMPANY OBJECTIVES

This section should include what the company wish to achieve in the life of the plan.

The objectives section should set out a vision for the company and include ideas on how to get the company name known /establish a track record and develop a reputation for quality/diversity/ originality or value.

3. MARKETS

An important part of the marketing plan is the identification of markets i.e. who you will do business with, how will that business be transacted etc.

In so doing, it will be important to establish and set down the company's priorities – what the company will do first and how this will be done.

The plan should set out a vision for a given period of time e.g. the remainder of the year and state what the company intends to achieve in that time.



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4. MARKETING OPTIONS

In the launch period budget will probably be limited so it is essential that available funds are directed at marketing activities which get the business known and generate sales.

It is essential that all marketing options are considered and a case made for each.

The list of marketing options could include:

<ul style="list-style-type: none">• Advertising• PR• Television• Radio• Direct Mail	<ul style="list-style-type: none">• Exhibitions• Literature• Newsletters• Web site• E-Commerce
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From the list, establish which combination of the above will best serve the company initially. Some will be more appropriate or more affordable than others.

Whichever marketing options are chosen, it is vital to ensure that they are used in a planned and co-ordinated way to achieve maximum impact.

Once chosen, include in the plan a narrative on why each has been chosen. It is essential that each activity is justified and reasons given why they have been selected

It is worthwhile identifying target titles for advertising and PR. These will be dependant on the target market(s) for your product and service. It is likely that you will wish to target the business press as well as trade magazines and periodicals that are appropriate to your target audience.

List the target titles within your marketing plan and make contact with the magazines to get a media pack. This will confirm the target audience for the publication, as well as outline rates for advertising. It will normally include a list of forward features which will help in your planning of PR activity. Planned advertising activity is often most successful when combined with PR (free editorial).

A sample narrative is shown below.

4.1 PR

Press releases and articles will be written throughout the period of the plan, but particularly in the launch period to get the company name known. At this stage, paid for articles are probably not an option so the company will rely on coverage from PR.

We will look to utilise appropriate titles to achieve maximum coverage and profile. During the six month's life of the plan, we anticipate that there will be four or five opportunities to publish press releases and these will cover:

1. The launch of the company.
2. The appointment of new personnel.
3. Winning new business.
4. Moving into our premises.

The target titles include:
(list the magazines here)



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5. ACTIVITY PLAN

To ensure that a co-ordinated approach is taken to marketing, it is usually a good thing to set out all the proposed activity in the form of an activity plan. The plan shows all the intended activity, from the company launch, through the initial period of trading. The activity plan provides an at a glance guide of the actions to be undertaken.

Activity	July 2003	Aug 2003	Sept 2003	Oct 2003	Nov 2003	Dec 2003
PR	/	/	/	/	/	/
Mailings to Galleries	/	/	/	/	/	/
Literature	/		/		/	
Exhibitions		/		/		/
Presentations	/	/	/	/	/	/

6. COST OF MARKETING

A vital ingredient of a good marketing plan is the identification of costs. These costs should be shown in the format laid out below and should cover the life of the plan.

The costs set out should be those that will be required to implement the plans contained in this document. Any additional funds that become available through the success of the business can be re-invested to achieve higher levels of exposure.

MARKETING PLAN

Summary of Costs

TITLE	PROPOSED EXPENDITURE
Exhibitions	£500
PR	£ 500
Literature and Mailings	£ 500 (postage)
TOTAL	£1,500

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7. SUMMARY

- use this section to sum up the plan and what it should achieve.

The summary should state what it is that the plan should achieve and a sample narrative is shown below:

The company is clear about its' objectives and has set a plan to achieve them. The plan will be flexible and will be reviewed regularly.

A new plan will be written to follow on from the existing one and this will include plans for 2004 and the implementation of the next stage of the company's development.

