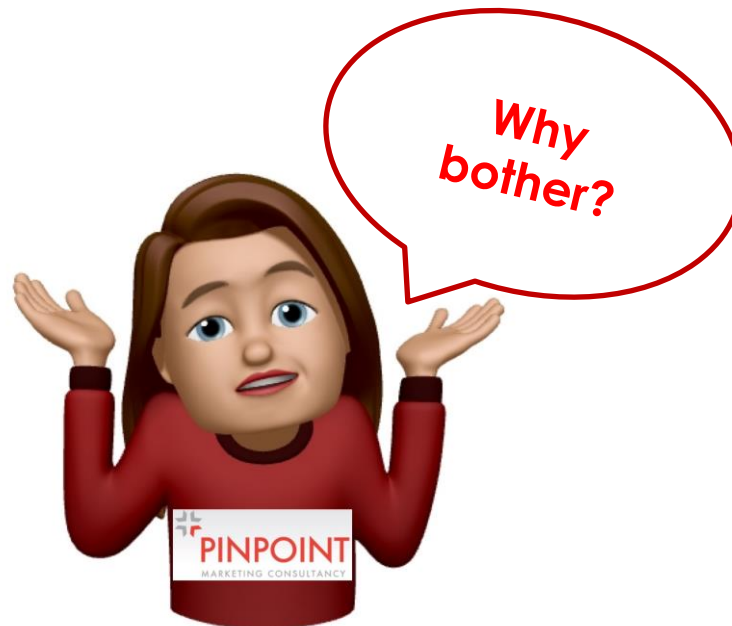


**Has planning anything at the moment gone out of the window?**





Identifying effective solutions for all your marketing needs

## Why bother having a plan for you/your business?

• Yes things are up in the air and a lot of the pandemic and its repercussions are out of our control, but that's all the more reason to plan. Why?

- take stock of your business
- review your business
- build your foundations
- get organised and get ahead
- think logically
- save time
- save money
- goals vs wishes





Identifying effective solutions for all your marketing needs

## How do we plan?

• Knowing me like you do, of course I am going to say yes to planning, but what do you include in a traditional Marketing plan?

1. setting objectives
2. defining your messaging
3. thinking about your strategy
4. defining your target audience
5. defining your tactics
6. implementing your tactics and plan – **key step, phased**
7. measuring and analysing





Identifying effective solutions for all your marketing needs

Did you know, a plan can cover your whole business or just one product or service if you are planning a new launch or pivoting just one area





Identifying effective solutions for all your marketing needs

Now it is time to start your planning journey ...

**Handout** – don't worry about note taking

Let's review your business and ask yourself these questions ... – answers to follow in a minute ...

- What does your business or you offer?
- Who are your customers – current and potentials?
- Who would you like to be introduced to customer or partner/referral wise?
- What is your USP?, your differentiator?
- Who are your competitors?



Identifying effective solutions for all your marketing needs

### Let's review continued ...

- What marketing have you carried out to date for your business? Eg social media, website, networking, advertising, PR etc
- What type or form of marketing has worked best for your business?
- What do you want for your business in 2021? What are you looking to achieve? What are your objectives?

***And now for the spoilers and clues ...***



Identifying effective solutions for all your marketing needs

### The clues and spoilers

- What does your business/you offer? Be specific. Features and benefits. Mention what is new or has changed? What are you solving or promising?
- Who are your customers? The answer is not everyone! Break your audience down into segments and really get to know the segments or the individuals well. Get inside their heads and in their shoes
- Who would you like to be introduced to? The answer is not anyone with money to spend! Who out of your segments is the ideal client? The preferred one
- What is your USP? Your differentiator? What sets you apart? Needs to be strong. Why you vs the business next door?
- Who are your competitors? The answer is not no one. Consider direct and indirect. What are they now doing or offering compared to you?



Identifying effective solutions for all your marketing needs

### Let's review continued ...

- What marketing have you carried out to date for your business? Eg social media, website, networking, advertising, PR etc **This will help you see how wide your reach is or isn't already. This will also highlight any gaps or to avoid the scattergun approach**
- What marketing has worked best for your business? **Knowing this will help you repeat the success or change to adapt what you do and how you do it to maximum effect**
- What do you want for your business in 2021? What are you looking to achieve? What are your objectives? **What are your goals, big or small? What does success look like? How will you know your ROI and whether you have achieved it?**





Identifying effective solutions for all your marketing needs

So has planning for your business and your businesses future gone out of the window?



**I say no!** And with so much uncertainty, making informed choices based on facts, figures and sound planning is as important as ever, if not even more so

...





**Work on the handout at your leisure and for your own planning purposes**

***Feel free to ask me for any help or if you would like your responses reviewed ...***

***“If you’re always trying to be normal, then you’ll never know how amazing you can be” Maya Angelou***