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MARKETING
YOUR MARKETING STRATEGY
AND PLANNING SPECIALIST

The WHAT and WHY of marketing strategy and planning

- WHAT is the process of a strategy and plan
- WHY have a plan – the reason and purpose

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WHAT is a strategy and plan?

This living document consists of:

- 1. STRATEGY:
  - Objective setting
  - Defining the messaging
  - Defining the strategy
  - Defining the target audience
- 2. PLAN:
  - Developing the tactics
  - Implementing and evaluating

WHY have a strategy and plan?

- Without a plan it WILL be harder, longer, more expensive and stressful to grow your business!
- Without a plan YOU run the risk of overspending, wasting time and making poor decisions
- Getting a strategy and plan IS easier than you think

Benefits of a strategy and plan?

- Get excited by and invest in your marketing
- Get the desired outcomes and ROI
- Get some help and support

- Stop going from one idea to another – be consistent!
- Start being professional with your marketing

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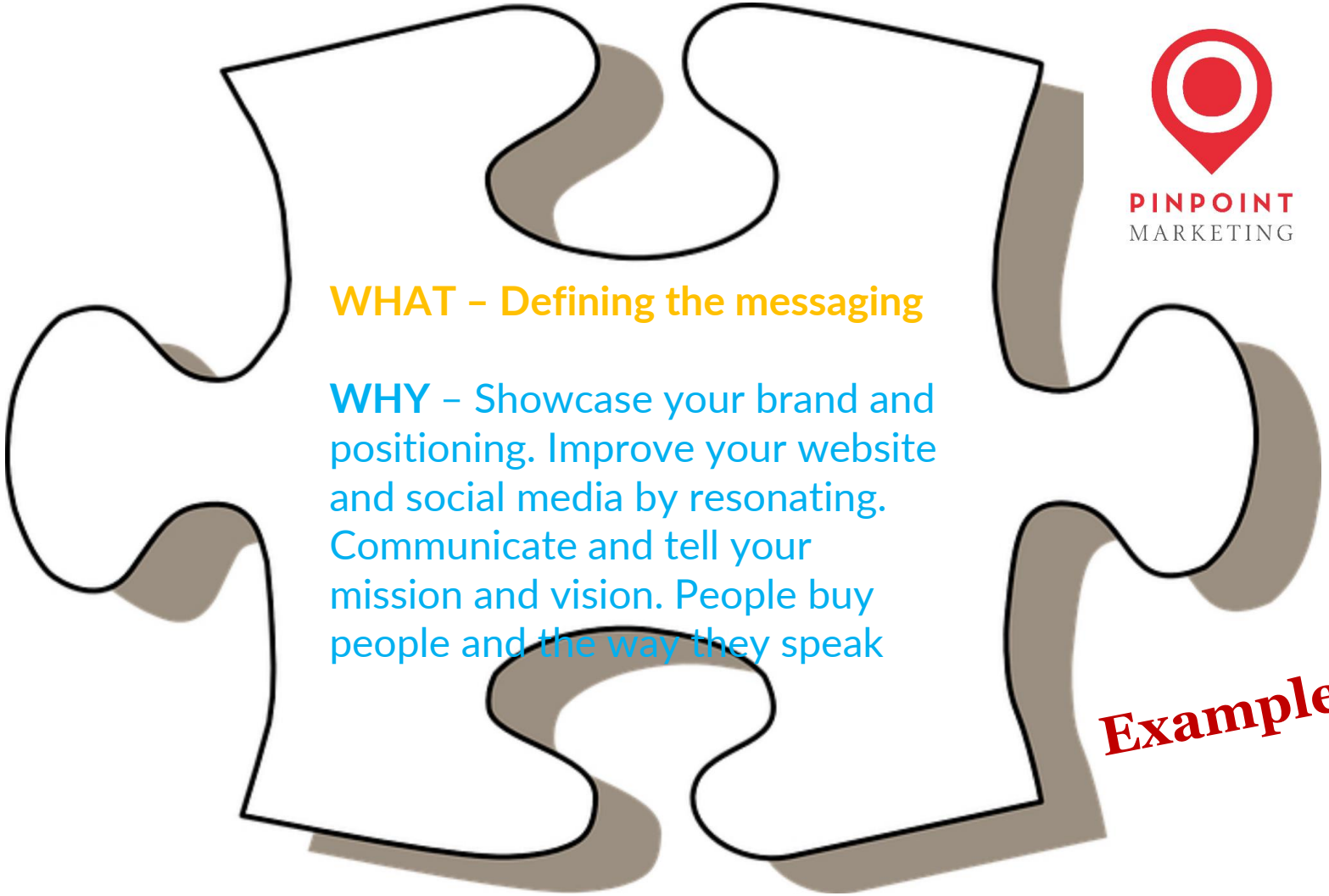

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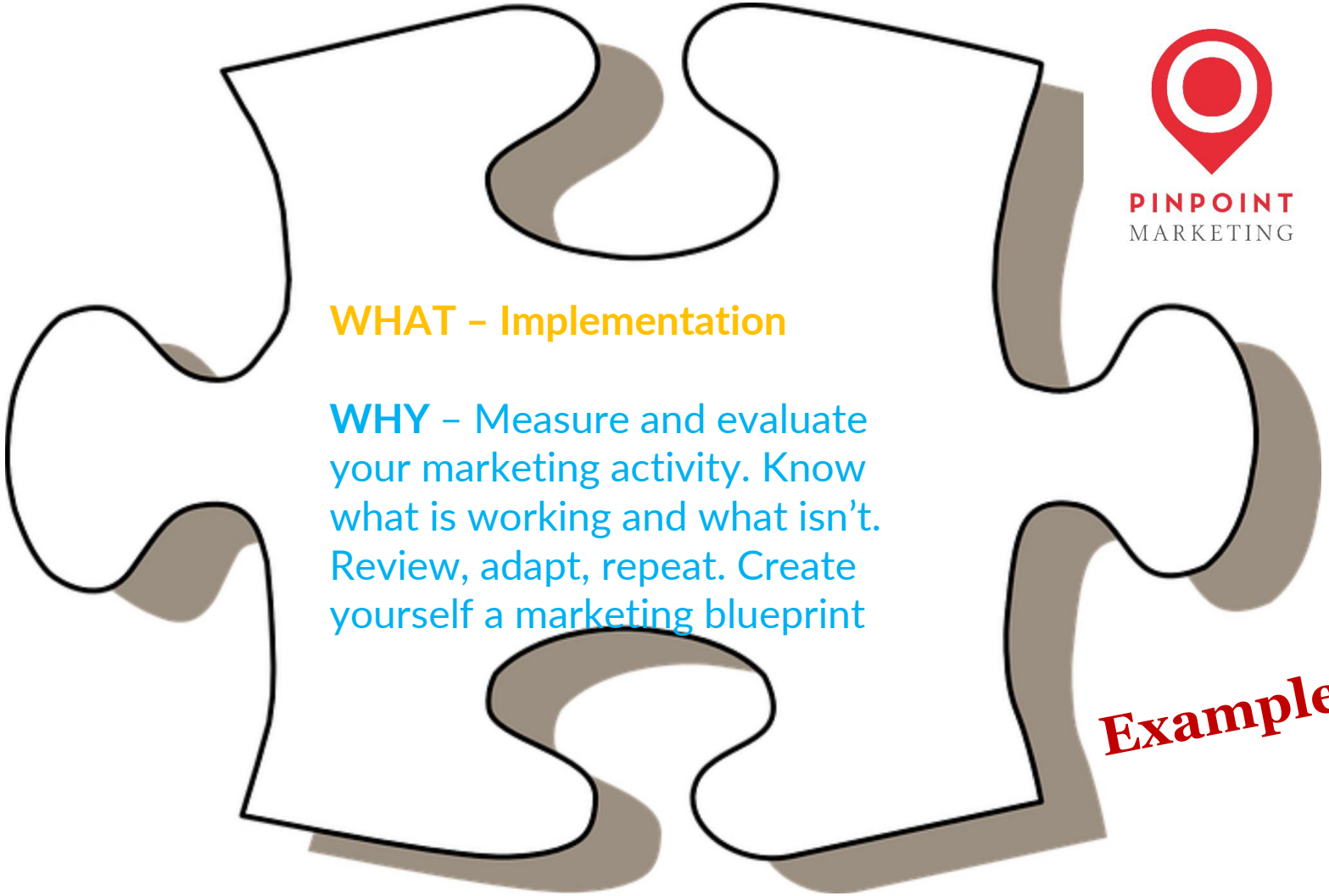

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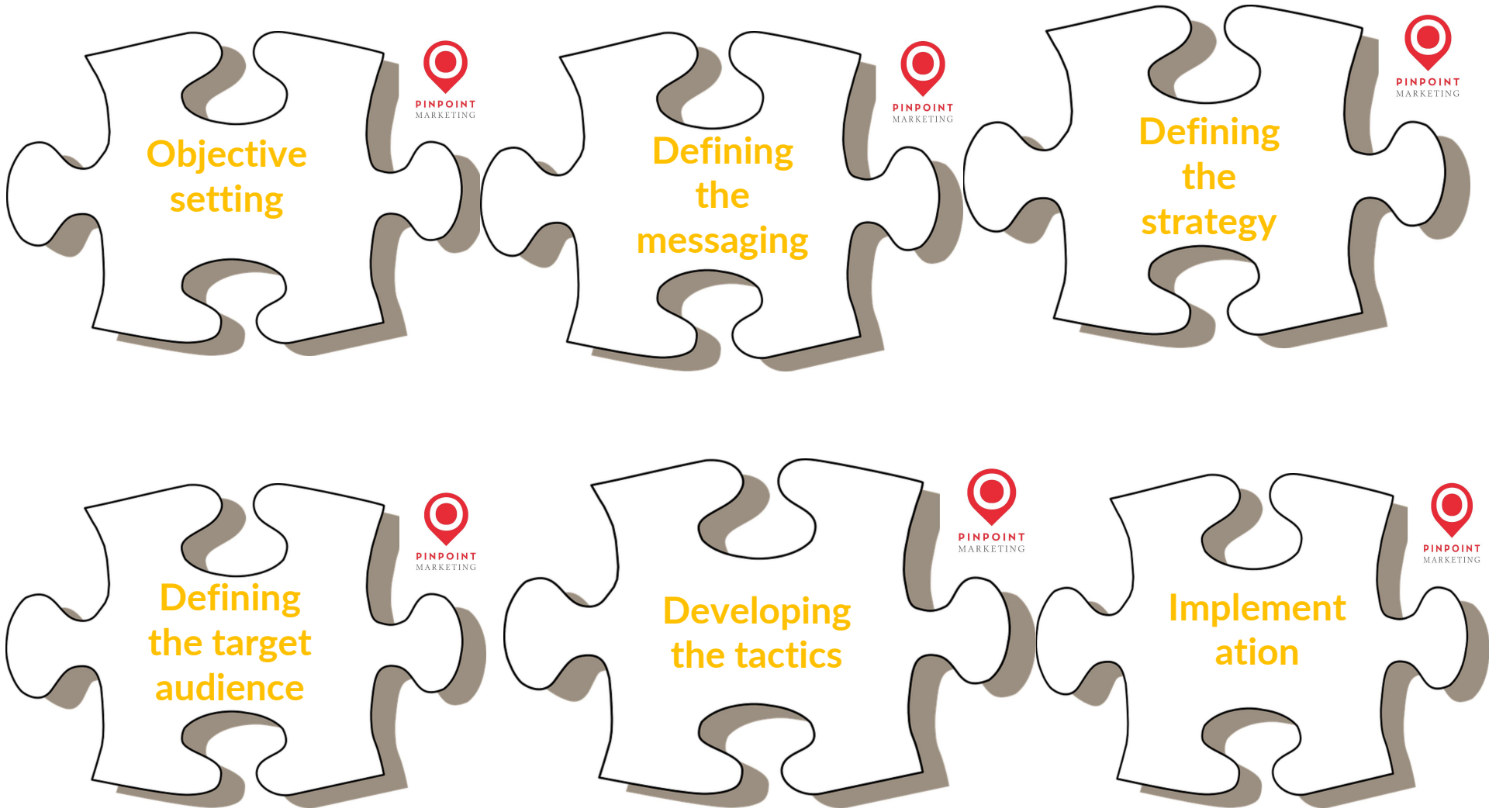

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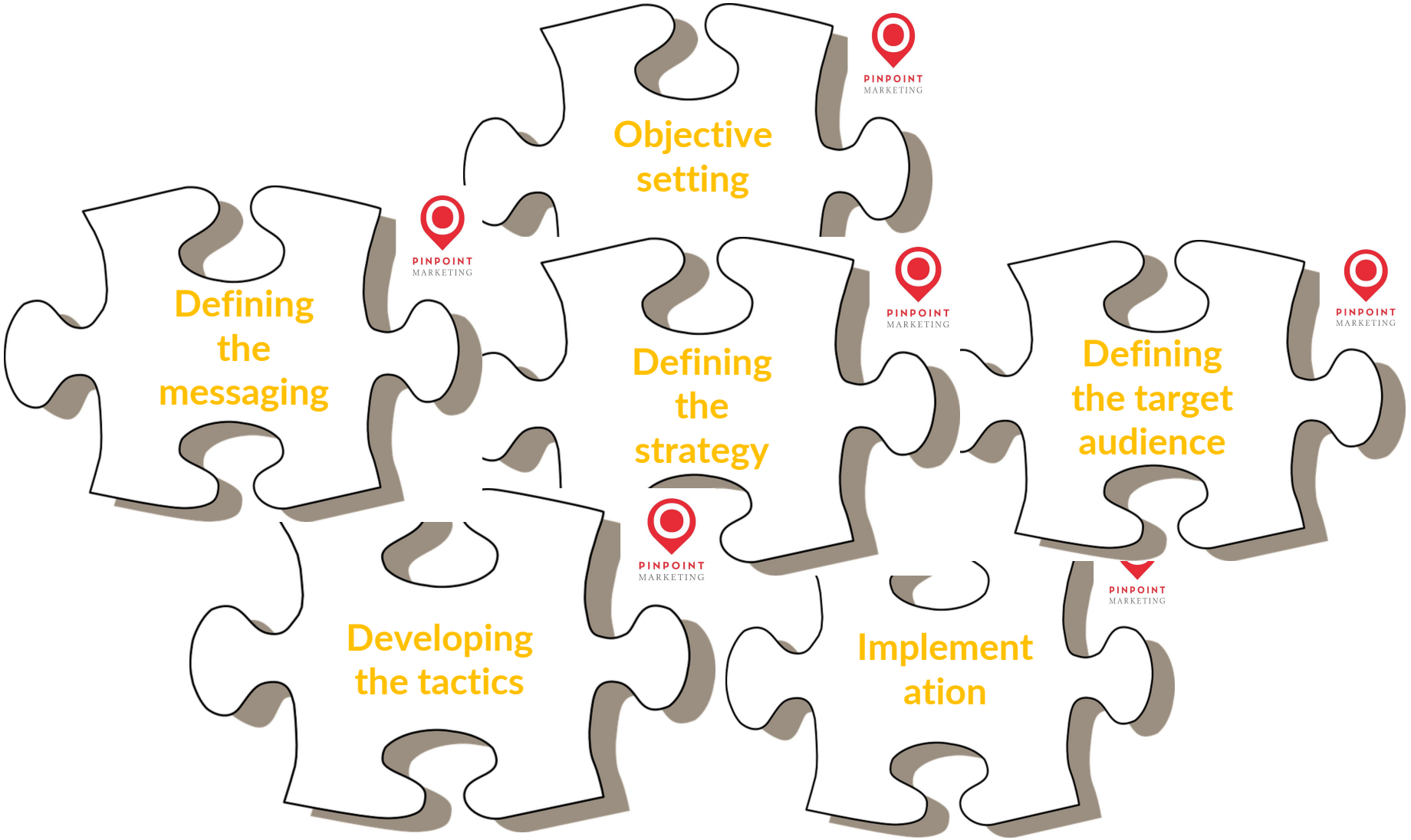

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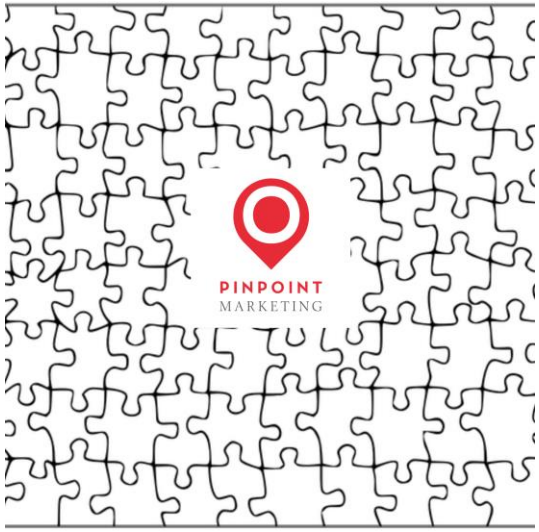
STOP WASTING TIME AND MONEY ON THE WRONG MARKETING BY NOT HAVING A PLAN …



Pinpoint Marketing Consultancy Ltd
www.pinpointmarketingconsultancy.co.uk

Contact us if you have any questions or to brainstorm or need help working on your marketing strategy and plan …