

MARKETING PLAN FOR

XXXXXXXXXXXXXXXXXX

INSERT LOGO

FROM

Pinpoint Marketing and associates

PINPOINT

MARKETING

YOUR MARKETING STRATEGY
AND PLANNING SPECIALIST

DATE plan written: xxxxxxxxxx

DATES the plan covers from xxx to xxxx

COPY



TABLE OF CONTENTS

OBJECTIVE SETTING

Business purpose/background
Existing Market
Competition
Goals

page xx to xxx

DEFINING THE MESSAGING

Position, brand and strategy
Website
Social Media
Brand/Brand DNA
Creative Strategy
Position
Messaging
Mission and Value

page xx to xxx

DEFINING THE STRATEGY

SWOT analysis/PESTLE
Value proposition

page xx to xxx

DEFINING THE TARGET AUDIENCE

Customer profile

page xx to xxx

DEVELOPING THE TACTICS

Content theme

page xx to xxx

IMPLEMENTING THE PLAN

Phase 1

Phase 2

Phase 3

page xx to xxx

ONE PAGE MARKETNG PLAN

page xx to xxx

WHAT NEXT

page xx to xxx

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OBJECTIVE SETTING

BUSINESS PURPOSE

Background

XXXXXXXXXXXX

XXXXXXXXXXXX

XXXXXXXXXXXX

XXXXXXXXXXXX

XXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

Including how many in the team, who, their roles and plans for any new hires

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THE MARKET

General Market Research – the existing market and market conditions

Here is some interesting pieces found in our online Google based marketing research. This is useful for market research as well as considering using for future social media posts/content planning:

Xxxxxxxxxxx

Xxxxxxxxxxxxxxxxx

Xxxxxxxxxxxxx

Summary

Xxxxxxx

Xxxxxxxxxxxxx

xxxxxxxxxxxxxxxx

Keyword/Research Search results from Google searching

Keyword 1 xxxxxx
Found on Google maps
Listed under ads
Found link on page 2

Summary

Xxxxxxxxxxx
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXX

DONOT

COMPETITION



Competition review

The client has identified the following competitors in their market space:

Competitor 1 xxxxx

Has a website xxxx

Business is established, offering similar services etc

Summary of findings xxxxxx

Why someone would buy from them xxxxxxxx

Why someone wouldn't buy from them xxxxxxxxxxxxxx

Summary

Xxxxxxxxxxx

Xxxxxxxxxxx

Xxxxxxxxxxxxxxx

xxxxxxxxxxxxxxxxxxxxxxxx



GOALS

What does the company want to achieve during year and beyond?

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

In SMART (specific, measurable, achievable, relevant, timely) terms, this translates to:

S - XXXXXXXXX

M - XXXXXXXXXXXXX

A - XXXXXXXXXXXXXXXXXXXX

R - XXXXXXXXXXXXXXXXXXXX

T - XXXXXXXXXXXXXXXXXXXX

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Financial/business planning

Where a Marketing Plan differs from a business plan mainly is within regard to including financial figures. These are important when goal setting and should be review monthly as well as the marketing activity. The main areas to look at are:

Profit and Loss sheet

Balance sheet

Costs (all and of marketing)

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DEFINING THE MESSAGING (and in connection with current website and social media profiles)

POSITION, BRAND AND STRATEGY

Website

Findings

Thoughts and recommendations

Summary

Pages on the site:

Xxxxxxxxxxxxx

xxxxxxxxxxxx

Notes:

Xxxxxxxxxxxxx

Xxxxxxxxxxxxxxxxx

xxxxxxxxxxxx



Social Media

There is a Facebook page – xxxxxxxxxxxxxxxxx

xxxxxxxxxxxxxxxxxxxx

Pinpoint recommends the following amends to the Facebook page:

- Xxxxxxxxx
- Xxxxxxxxx
- xxxxxxxxxxxxxxx

xxxxxxxxxxxxxx

xxxxxxxxxxxxxxxxxxxx

Pinpoint Marketing also recommends setting up additional profiles to increase brand awareness, bring in new sales and make new contacts via:

- xxxxxxxxxxx
- xxxxxxxxxxx
- xxxxxxxxxxx

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Brand

Visual identity

Logo xxxxxxx, colours, fonts,

Strapline xxxxxxxxxx

Guidelines

Voice identity

Tone xxxxxxxxxx

Findings and thoughts

Creative strategy

xxxxxxxxxxx

xxxxxxxxxxxxxxxxxxx

xxxxxxxxxxxxxxxxxxx

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Position

Xxxxxxxxxxxx

Xxxxxxxxxxxx

xxxxxxxxxxxxxxxxxxxx

So why is the business unique/what is the **USP**? What is the businesses value proposition and the brand DNA?

- Xxxxxxxxxxxx
- Xxxxxxxxxxxx
- Xxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxx

xxxxxxxxxxxx

xxxxxxxxxxxxxxxx

xxxxxxxxxxxxxxxxxxxx wants to be perceived as being:

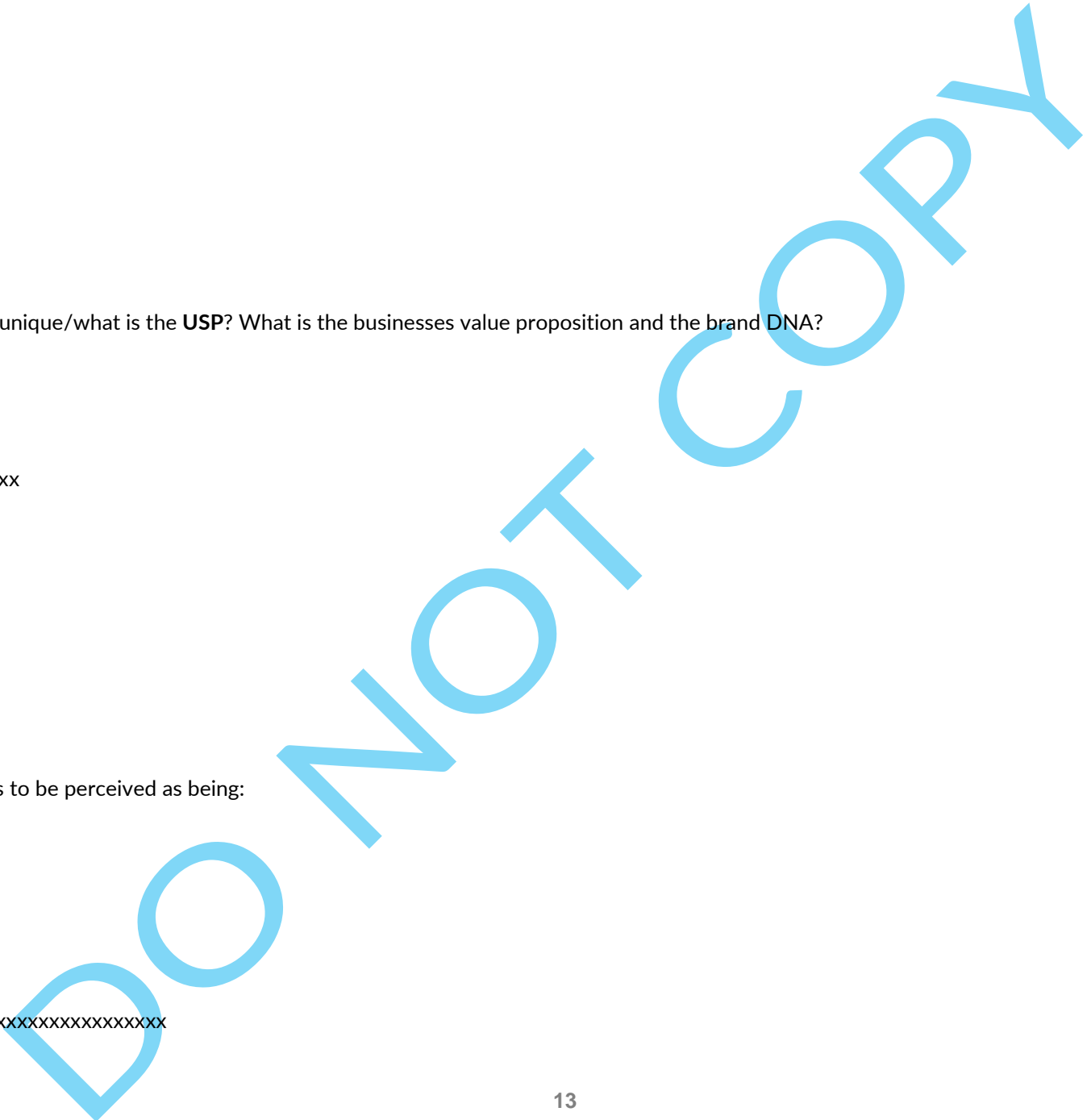
xxxxxxxxxxxx

xxxxxxxxxxxx

xxxxxxxxxx

xxxxxxxxxxxxxxxx

xx



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Differing the message per audience

Marketing, and messaging, doesn't have a one size fits all. Therefore, it is important that the messaging resonates with the audience/viewer/reader. Any messaging needs to talk to them and address their external and internal issues or hot buttons. Some target audiences will feel differently to others and some won't care about the same issues or be as impacted by certain features of the business as others.

What does this mean?

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

Table xxxx

External hot button issue	Internal hot button issue		
	XXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX
<i>Professional</i>			
<i>Passionate</i>			
<i>Caring</i>			
<i>Authentic</i>			
<i>Customer service</i>			
<i>Ethical</i>			
<i>Reliable</i>			

MISSION & VISION

Mission and Aims

Xxxxxxxxxxx

xxxxxxxxxxxxxx

Vision

Xxxxxxxx

xxxxxxxxxxxxxxxxxxxx

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DEFINING A STRATEGY

MARKET SITUATION - SWOT analysis

Table xxxx

Company		The Competition		The Market	
STRENGTHS	WEAKNESSES	STRENGTHS	WEAKNESSES	STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS	OPPORTUNITIES	THREATS	OPPORTUNITIES	THREATS

MARKET SITUATION - PESTLE

Table xxxx

PESTLE of the business					
<i>Political</i>	<i>External</i>	<i>Social</i>	<i>Tech</i>	<i>Legal</i>	<i>Environmental</i>

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Table xxxx

The value proposition

And the WIIFM – what's in it for me

FEATURES of xxxxxxxxxxxx	BENEFITS of xxxxxxxxxxxx

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DEFINING THE TARGET AUDIENCE

CUSTOMER PROFILE

Who are xxxxxxxxxxxx customers?

The target audience segments into xxxxx main areas/segments as Pinpoint Marketing sees it.

1. Xxxxxxxxxxxx
2. Xxxxxxxxxxxx
3. xxxxxxxxxxxxxx.

So how do these people think?

Xxx
Xxxxxx
Xxxxx
xxxxxxxx

Geographical

Xxxxxxxxxxxx
xxxxxxxxxxxx

Additional areas to target as part of the recommended activity in this Marketing Plan, due to the affluence, interest and disposable incomes are:

xxxxxxxxxxxxxxxx

xxxxxxxxxxxxxxxx

XXXXXXXXXXXXXXXX

Table xxxx

	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX
<i>Gender</i>			
<i>Age</i>			
<i>Relationship status</i>			
<i>Personality</i>			
<i>Brands and Lifestyle</i>			
<i>Geography</i>			
<i>Jobs/Role</i>			
<i>Feelings (more on this in the previous pages)</i>			
<i>Why company xxxxxxx will appeal to them</i>			

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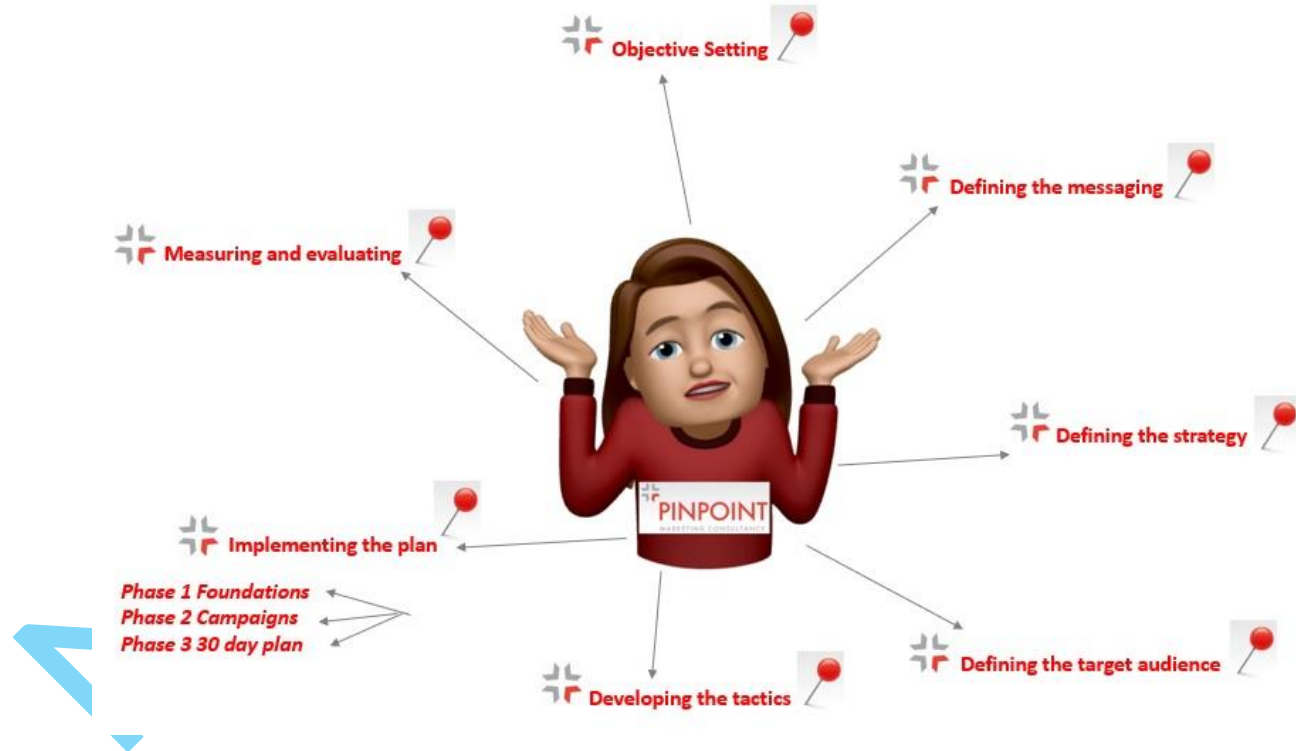
DEVELOPING THE TACTICS

Using the foundations of this plan so far, and referencing this all to the flowchart image below (going clockwise round the image), we now know and have done:

- set Objectives
- define the Message
- define the Strategy
- define the Target Audience
- develop the Tactics

The remaining pages of this plan will look at:

- implementing the Plan
- Measuring and evaluating



The implementation section of the plan will tie all of this in together including the analysing of all the activity to ensure we keep on top of the marketing and review it regularly for the best success rates.

How can a range of Marketing activity help?

Not all routes to market will suit all businesses and some channels will reach/engage with the target audiences better and more easily. Once plans are finalised in terms of the exact offering on the accommodation side, the routes to market may change.

The plan includes a range of campaigns and ideas with a range of budgets for the company to pick what is to be done, where support is needed and what is required to be outsourced.

CONTENT THEME OUTLINES FOR 2022

Table xxxx

March	April	May	June	July	August
September	October	November	December		

IMPLEMENTING THE PLAN

COMMUNICATIONS PLAN

xxxxxxx

Xxxxxxxxx

Xxxxxxxxxxxx

Xxxxxxxxxxxxxxxx

This Plan is split into 3 sections:

Phase 1 – Marketing Plan and Review

Phase 2 – Groundwork, research and Marketing activity

Phase 3 – Monthly activity plus summary of content themes

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Table xxxx

Phase 1 – Marketing Plan and Review						
SHORT TERM STRATEGY						
Month	Activity	Activity Detail	Purpose	Costings (retainer basis)	Costings (per activity basis)	Responsibility of
January	Marketing Plan			£850		Pinpoint Marketing
February	Marketing Plan meeting	Run through the plan and review it and discuss it Firm up plans and next steps	Get the marketing started Meet up and present	Inc as above		Pinpoint Marketing

DRAFT

* Prices can vary (less or more) depending on the brief of what work is required from Pinpoint Marketing and depending on what Alison wants to/can do for herself. To be discussed.

Table xxxx

Phase 3 - Monthly Marketing activity								
LONG TERM STRATEGY								
From xxx month to xxx month								
Month	Target Audience	Inbound or Outbound	Activity And Detail	Activity Detail	Purpose	Costings (retainer basis)	Costings (per activity basis)	Responsibility of

Future/longer term ideas:

- XXXXXXXXXXX
- xxxxxxxxxxx

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ONE PAGE MARKETING PLAN

Brand vision: xxx business wants to be known/perceived as xxxxxxxxxxxxxxxx

Brand purpose: xxxx business want to do or achieve xxxxxxxxx and we believe in xxxxxxxxxxxxx

Values: eg buzz words, perception, usp etc

Goals: xxxxxxxxxxxxxxxx

Strategies and Tactics

Strategies:	To do xxxxx (see goal)	To do xxxxx (see goal)	To do xxxxx (see goal)
Tactics:	<ul style="list-style-type: none"> • website • social • networking etc 	<ul style="list-style-type: none"> • xxxxxxxx • xxxxxx • xxxxxxxxxxxx 	<ul style="list-style-type: none"> • xxxxxxxx • xxxxxx • xxxxxxxxxxxx

WHAT HAPPENS NEXT

PRICING:

Every effort has been made to ensure that the prices quoted are as accurate as possible. These may be subject to change however if the brief changes, demand for the product or if more or less work is required than anticipated.

Any price changes will be pre-agreed with Pinpoint Marketing/any other partners before work is given the go ahead.

The suggested timings of the plan are also subject to change. Depending on issues like internal changes and activities/briefs being more complex than originally thought, the projects may be delayed.

Some costs are listed as one-offs, but they could turn to monthly costs.

Note the costs if needed for Pinpoint Marketing is outlined in the original proposal. Pinpoint Marketing can work on a project by project basis or on a weekly/monthly or retainer basis.

COMMITMENT:

In order for any marketing activity carried out by Pinpoint Marketing to succeed, Pinpoint Marketing will need:

Commitment of budget and time for regular marketing activity to allow such activity to make an impact

Time for campaigns like monthly newsletters or social media posts to take effect before being measured

Sharing of product and company knowledge and market knowledge as and when it comes.

In return Pinpoint Marketing will offer:

Introduction of any useful contacts

Commitment of time and expertise

Regular contact and updates

Professionalism and reliability.

NEXT STEPS:

To arrange a meeting to present the plan. Dates suggested by email xxxxxxxxxxxxx