# Marketing Plan -

Your business name here

## Introduction

Explanation:
Write a short description of your aim with this marketing plan.

## Section 1: Understanding your market

### 1. Who are your customers?

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

### 2. Who are your competitors?

Explanation:
Consider who your competitors are and why your customers or potential customers (as described in 1.1) might choose their product/service over yours.

### 3. Any other marketing activity you could be associated with?

Explanation:
Are there any opportunities to be involved in other marketing activities, such as local events?

# Section 2: Identifying opportunities

### 1. What are our strengths?

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

### 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?

### 3. What opportunities are there?

Explanation:
Which of your strengths are not being made the most of? What trends in your marketplace are unrecognised by you 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?

### 4. What obstacles may you come up against?

Explanation:
Consider what obstacles may hold you back or stop you from implementing your plan. There may be financial issues or time issues. These obstacles could be both internal and external.

# Section 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 in 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.

# Section 4: Strategy and action plan

## 1. Target audience

Explanation:
Choose some of the customers you identified in 1.1, 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 on ways to connect with them.

## 2. What products/services can we offer them?

Explanation:
Think about what product/services you can offer your target audience to help you achieve your objectives.

## 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. 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, maybe in the local paper or local radio etc.

## 5. Action plan

Explanation:
Use the table overleaf to summarise your strategy.

| When | What | Target Group(s) | Objective(s) | Cost (if any) |
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## Section 5: 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 measures to ensure you are on track and can reassess if not.

| Activity | 1st review date | Measure of success at 1st review | 2nd review date | Measure of success at 2nd review | End date | The measure of success at the end date |
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