

YOUR MARKETING PLAN



It's helpful to check out our guide on how to [write a marketing plan in six steps](#) prior to completing your plan.

BUSINESS NAME

1. YOUR BUSINESS OBJECTIVE

e.g. drive sales, launch a new product, in a new market? (make sure your goals are **SMART** – Specific, Measureable, Achievable, Relevant and Time-Bound)

2. TARGET MARKET

Who (age, gender, occupation, income, family status)

Interests

Spending Habits

Values What is important to your customers?

Mindset How do they like to be spoken to, what kind of messaging would appeal to them?

Pain Points What problem can you solve for your customer?

3. COMPETITION

Who are your closest competitors?

What are their key strengths?

What are their key weaknesses?

4. COMPETITIVE ADVANTAGE

What do you offer that others don't? What sets you apart from others in your industry?

5. TACTICS AND CHANNELS

Tactics Determine which of the following tactics you could use to try and win customers or drive sales. You don't need to use all of them but consideration should be given to each.

Product/Service Explain what it is about your product or service that makes it the right product/service for your target customer?

Price Is your price right? Should you increase it, or decrease it?

Place Can your customers access your product easily? If not how can you change this?

Promotion How, when and where are you going to promote your product?

People Are your staff putting the best foot forward for your business, what training or support do you need to provide for your staff?

Process Do your customers get a consistent, high quality experience? If not, how will you change this so that they do?

Physical evidence Is your brand consistent, do you have a well-designed website and/or attractive premises?

Channels Which channels are you going to invest time and resource in? Think about where your target audience shows up most, talk to them in channels they already use.

Website Do you need a website, what should it say and how should you use it to communicate with customers?

Facebook How often will you post, what are you going to say? Will Facebook act as your website or have a different function?

Instagram

TikTok

Google ad words

In store Do you have a shop/store, what do you want the experience in store to feel like, look like?

In person Do you employ staff? How do you make sure that your customers get the same experience no matter which staff they interact with? What are the values you want your staff to present?

6. ACTION PLAN AND BUDGET

Create a plan using the information above.

Allocate budget and people to work on each element of the plan, and work to a timeline.

Activity	Where (Channels)	When (Dates)	Budget	Goal (Objectives)
For example: promo campaign – buy one, get one free	Facebook, Instagram, eDM	1 Feb – 15 Feb	\$200.00	2% increase

REVIEW AND MEASURE

Regularly assess your activity, be it promotional, your website or customer interactions. Measure before, during, and after each activity. Did the budget deliver the impact you wanted and result in more revenue?

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