

STRATEGY AND ACTION IN FOCUS:

Marketing Plans

The marketing plan we produce for you will be a practical document with all our ideas and actions spelled out, costed and arranged along a timeline or Gantt Chart.

Here's an overview of what it contains...

Key Strategies

The big ideas and themes that achieve your prime objectives. These key strategies lie behind the customer-getting or customer-keeping activities we recommend.

Marketing and Operational Dynamics

These are important aspects of your business we believe need to be addressed in order to lay the foundations for growth.

This might mean hiring a certain type of employee, or buying a certain piece of software we think would be of great value to you.

Acquisition and Retention Strategies

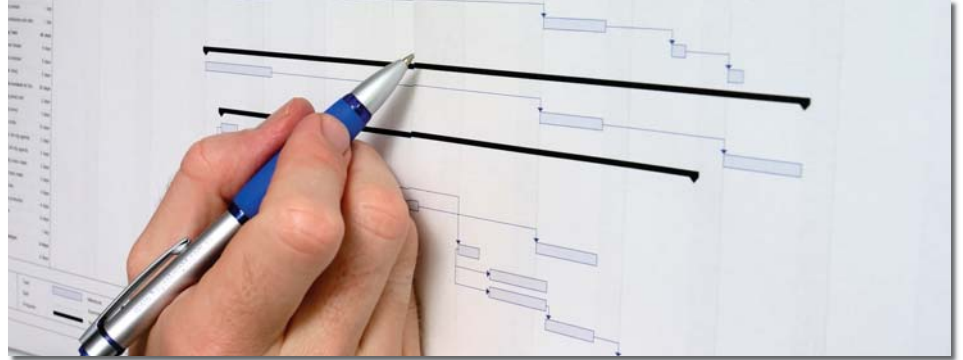
We don't just look at how to get new customers for you... we look at how to plug the leaks to stop them leaving.

We can also look at how to leverage your customers to gain more value from them.

Each idea and action is explained in the Marketing Plan, and then its components are costed as fully as possible.

For instance, this may include the estimated design time, copywriting time, printing costs and mailing costs for sending out a brochure.

We try to nail down every conceivable cost in executing the plan.



Budgets and Timeline

The plan for when all these activities need to occur is spelled out in your Marketing Plan.

Each month of the year has its activities and spends laid out.

If you wish, we can convert this into a Gantt Chart... this style of timeline includes relationships between the individual components, so that you can see how one activity might depend on another activity being finished.

Legacies and Systems

We identify the different systems that might need to be developed by us in order to ensure that you can secure your business growth for the long term.

These systems help you internalise the work we do when you're comfortable taking it over.

How Long Does All This Take?

It can take 2-4 weeks to arrive at a complete marketing plan.

Obviously, we're not writing your plan full-time for 4 weeks, but it can take time to assemble cost information from third parties like printers.

If we're considering new ways for you to promote your product or service, we will also talk to you about how we see those activities being carried out and gauge your level of interest in them before we include them in the marketing plan.

We assure you the result at the end of the process is a plan that is practical and explicitly built for immediate use. You will be able to take it away and implement it yourself, but most companies ask us to implement it for them.

Contact us today to get your own Marketing Plan created - 07 3808 5366

A typical marketing plan from Strategy and Action will include the following elements...

Marketing Objectives

- Key Marketing Objectives

Market Intelligence Summary

- Demographics, Psychographics
- Market Behaviour
- What The Market Wants
- What The Market Does Not Want
- How The Market Ranks Attributes
- Key Findings

Competitor Intelligence Summary

- Competitors Definitions, Inclusions
- Competitor Behaviour
- What Competitors Do Well
- What Competitors Do Poorly
- How Competitors Conduct Sales and Marketing
- Key Findings

Client Intelligence Summary

- Primary Markets, Strategy, USP
- CIPLOE
- Operations
- Revenues
- Strengths and Opportunities
- Weaknesses and Threats
- Key Findings

USP Derivation, Key Messages

- USP
- Secondary Messages

Key Strategies

- Key Strategy 1
- Key Strategy 2 etc.

Marketing and Operational Dynamics

- Marketing Infrastructure Changes
- Operational Infrastructure Changes

Corporate Identity

- USP Permeation

Acquisition Strategies

- Static Promotional and Conversion Assets
 - Folder
 - Inserts
 - Template
 - Flyers

Print Advertising

- Testing Advertisements
- Newspapers
- Magazines

Direct Mail

- Database
- Direct Mail Newsletters
 - Electronic Newsletter
 - Electronic Marketing

Website

- Website Rebuild
- Information
- Search Engine Optimisation
- Website management
- Google Adwords

Retention Strategies

- Contact Cycle
- Email Cycle
- Newsletter
 - Template
 - Ongoing Creation and Management

Legacies and Systems

- Legacies and Responsibilities
- Roles and Responsibilities of Key Parties
- Key Legacies
- Key Systems
- SOPs
- Forms
- Position Descriptions

Budgets and Measures

- Measurement
- Broad Budget Summary

Appendix 1

- Specific Briefs For Acquisition and Retention

Appendix 2

- Budget Spreadsheets



“The formula for presenting us in a compelling way, turning complex material into simpler language, and managing the selling process is the work of Strategy and Action.

We would not have achieved the outstanding success we have enjoyed if we'd kept working as we had without your assistance, and I commend you to other companies unreservedly.”

Paul Lee
Managing Director, FM Solutions
15th place in 2003 BRW Fast 100



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