

DIY Marketing Training

SASSY Marketing Plan

Marketing Plans and Strategy

The words plan and strategy can be confusing to begin with. Let us look at what I mean by a plan or strategy:

Plan- A program with a definite purpose.

Strategy- How you put that plan into action.

The marketing plan which I will take you through will also include a strategy.

Why do you need a Plan and Strategy?

Imagine you are starting a journey knowing your destination. What would you do? Would you just set off in your car, or would you find out which direction you need to go in, and which route to take? Typically you would do your research and you would drive the quickest route. Well in marketing, your plan is your route and the strategy is the direction.

You need a plan and strategy to make it easier to attract more customers and sell your products and services. A marketing plan and strategy can also help you:

- Identify and use your ideal client research
- Stop you wasting time and money
- Focus on the activities that matter
- Measure results

A goal without a plan is like a car without wheels

Types of Marketing Plans

There are two types of marketing plans: a SASSY simple version which all businesses can use as a quick reference tool; and a full marketing plan which can be used as part of any official business plans you need to create and present.

The full marketing plan is useful to create if you are just starting out in business or if you plan to raise any finance in the year ahead. I will begin by helping you create a simple marketing plan. I will then help you create a full marketing plan.

This workbook will take you through the steps to create a SASSY marketing plan. The SASSY marketing plan is a: Simple Achievable Success Strategy for your Business.

I have devised the SASSY Marketing plan after using many marketing plans over the last 10 years and combining the most useful elements.

Marketing plans normally last for 3, 6, 9 or 12 months. The timescale depends on the goals you set and the activities involved. If you are unsure what timescale to start with I suggest creating a 3 month plan. Shall we get started?

SASSY Marketing Plan

The simple marketing plan is a 2 page document which identifies:

- Your business name
- Dates
- Target market and ideal client
- Problems
- Benefits
- Your product or services
- Your core marketing message
- Your goals for the period
- Marketing budget
- Activities
- Promotional methods
- Promotional activities
- Evaluation
- Strategy

Let us work through each section step by step:

Business Name

Write down your business name.

Dates

Write down the date the plan starts, and the date the plan finishes.

Target Market/ Ideal Client

In this section identify your target market and ideal client. Describe your target market and your ideal client.

On the next page there is a worksheet where you can work out your ideal client, using the suggestions below.

Give your ideal client a name and find a picture online that represents them. Do everything you need to imagine who they are.

Family Life

Who do they live with?
Are they married?
Do they have children?
What are their relationships with family members?
Who influences them?

Work & Education

Where do they work?
What do they do in their job?
Do they like work?
What are their aspirations?
How much do they earn?
Who do they work with?
How have they been educated?

Friends & Social Life

Do they have a large friendship group?
How do they spend spare time?
Who influences them?
What interests do they have?
Do they follow latest fashions?
Do they like travelling and where do they go?
What do they care about? Fashion, the environment, self interest etc.

Information Gathering

How do they find out about things- facebook, instagram, newspapers, magazines, adverts
Are they influenced by famous people?
Are they influenced by friends and family?

Buying habits

How do they buy things?
Are they influenced by friends and family when buying things?
Who makes the ultimate purchasing decision?
How do they like to buy things- convenience or for the experience?
What makes them loyal?
What would stop them from buying?

Problems & why they will buy from you

What problems do they have that your product will solve?
What do they want from your product?
What are there pain points?
What will make them choose you over competitors?
What do they want from you- in terms of product, price, promotion?

Ideal Client

Name:

Age:

Gender:

Location::

Family Life

Information Gathering

Work & Education

Buying habits

Friends & Social Life

Problems & why they will buy from you

Problems

Here you need to identify the exact problems that your client is facing right now. You can work this out by understanding your ideal client and conducting research.

Benefits

Identify the benefits your products, services and overall business provides to your ideal clients. This is a great reference point for you to refer too.

Your Product or Service.

Describe your products or services and the benefits they provide to the client. Include the prices. Once you have completed the plan I suggest highlighting the products or services that are most relevant for your clients current problems and that will help you achieve your goals.

Your Core Marketing Message

This is the message we crafted in week 6. As a reminder your marketing message can be created using the WIPS System:

- Who are you?
- Who is your ideal client?
- What are their pain points?
- What solution do you provide?

Make sure your marketing message is brief, and focuses on who you serve and what you do.

To find out more about crafting the right marketing message please watch the marketing message video.

Goals

Your goals can also be called aims or objectives.

Whether you call them goals, objectives or aims, your goals are vital.

Without goals you cannot have a plan. Without a plan you will find it hard to succeed.

Remember the journey we were going on? Without goals it is like not having a destination!

Goals will give you a clear direction and enable you to measure results.

Goals will also help you:

- measure success
- make decisions easily- if it does not benefit the goal, don't do it!
- focus on the things that matter.

It is no use saying your goal is to build your business. You must explore deeper- do you want to raise awareness? Do you want to increase sales? Both of these grow your business, however they are entirely different goals.

The goals which you set must be *SMART*. In other words specific, measurable, achievable, relevant and timebound.

- *Specific*- Your goals should be clear and specific. When devising goals work out:
who is involved
what resources you need
what you want to achieve
- *Measurable*- You must be able to measure your goals to track your progress. When writing your goals identify how much or how many results you want to achieve.
- *Achievable*- Your goal must be realistic and achievable.
- *Relevant*- Ensure your goal matters to you, and is it the right time?
- *Timebound*- Give yourself a target date to make sure you know what to focus on first.

Your marketing goals may relate to profits, operations or awareness.

Let us consider some good examples of marketing goals now:

- Increase sales by 10% by 1st March 2020
- Sign up 4 new customers every month by 1st June 2020
- Increase brand awareness by 25% by 1st June 2020.
- Convert 10% of facebook followers by 1st June 2020
- Increase website traffic by 25% by 1st June 2020
- Increase facebook follower by 20% by 1st April 2020
- Launch a new product or service by 1st July 2020
- Increase customer service by getting 90% 5 star reviews

There is space to list three goals. Each goal will require a different budget, activities, promotional methods and evaluation. Let us consider each of these elements next.

Budget

In this space identify what budget you will spend on achieving those goals. You need to set a budget to ensure that you do not overspend. You can work out your budget based on:

- Projected return on investment
- Percentage of sales
- Number of customers

Whatever your budget make sure you do not loose money.

Activities

In this area list any non promotional activities you need to do to achieve your goal. This is the place to make note of any operations, process, physical evidence or pricing offers that you need to introduce or alter to achieve your goal.

For example:

Goal: Increase sales by 10 % by 1st March 2020

Activities: Ensure website is user friendly, ensure emails are answered quickly, employ three new staff for packing items.

Promotional Methods and Activities

There are many choices of promotional methods and activities. As part of your SASSY plan you must identify the best promotional activities based on your goals, your clients and your budget. For more information on each method please watch the Promotional Methods video

Offline Marketing

- TV Adverts
- Radio
- Newspaper/Magazine
- Outdoor Advertising
- Cinema Adverts
- Personal Selling
- Direct Mail
- Telemarketing
- Direct Response Marketing
- Catalogue Marketing
- Promotions
- Publicity

- Sponsorship
- Exhibitions

Online Marketing

- SEO
- Social Media
- Online PR
- Email Marketing
- Viral Marketing
- Affiliate Marketing
- Influencer Marketing
- PPC Marketing

The next stage is to choose the best promotional methods to help you achieve each goal. Also write down the actions you will need to take to achieve your goals

For example:

Goal: Increase sales by 10 % by 1st March 2020

Promotional Methods And Activities:

Flyers

1. Create and distribute flyers

Organic facebook posts

1. Plan one months posts regarding benefits we bring to clients
2. Marketing Message
3. Create images relating to the marketing message.

Evaluation

At the end of the period set in the plan, you will need to evaluate the results based on the objectives you set and write down the results. Also note what you have learnt.

Once you have completed your campaign you may wish to use any of the following measurements:

- Response rate
- Sales
- Conversion rate
- Number of enquiries
- Number of followers
- Cost per contact
- Average sale

Strategy

Now you know your goals, you need to decide what actions to take and when to achieve your goals.

For each of your three goals there is space to write down every single action you will take to meet that goal, along with a deadline and a space to acknowledge when you have completed the activity. By identifying the exact steps you need to take, you will find the goal is a lot easier to achieve. If you were to send flyers you would need to:

- Write marketing message
- Design flyers
- Get flyers printed
- Distribute flyers

Summary

In this DIY training course you have seen how to create a SASSY marketing plan. This will help you grow the business of your dreams and reach your goals.

Please remember:

- You must use this plan it is no good in the drawer!
- The plan is fluid- things change and as a result you may need to adapt your methods or goals.
- You must evaluate the plan at the end of the period the plan lasts for. By reviewing you will continuously learn and improve.

I hope you have found the DIY training useful and if you would like any more information please visit www.goldentreasureconsulting.co.uk or visit my facebook group at www.facebook.com/groups/marketingforfe

Best wishes
Carrie V.C.

A few final words of wisdom:

- *you can create the business of your dreams, you just need to start to take action.*
- *Results only come from actions.*
- *One marketing activity a day will have an amazing impact.*