

Marketing Planning Template

This Marketing Planning template has been designed by;
MMC Learning

To give you an insight into this powerful marketing planning tool,
which can then be used and easily adapted to your business.

Situation Analysis (where are we now?)

Objectives (where do we want to go?)

Strategy (how do we get there?)

Tactics (the details of your strategy)

Action (the daily and weekly activities)

Control (what you need to watch and when)

2. Objective Analysis

- Objectives are often set in terms of “Marketing Objectives” and “Financial” Objectives” These are complimentary to each other.
- Objectives define ‘where we are going’
Objectives help you to take control of your destiny. Knowing where you want to go, will ultimately, help you to get there. Writing good objectives is very important.

Market Objectives

- Market Position e.g. Market Leader in a defined Market Segment, Preferred Supplier or Listed Supplier
- Size (sales/turnover), Market Share, Brand Awareness

Financial Objectives

- Breakeven, Payback, ROCE, Net Profits, Turnover

Objectives

Where do you want to go? What do you (your business) want to achieve within 1 year and also within 3 years? Write down some objectives.

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Now have a look at the next few pages and see if they help you to tighten up your objectives.

Remember you can work backwards e.g. to achieve £x million in sales requires x number of customers which requires x number of enquiries which.....

Objectives

| Hierarchy Of Objectives | Involves | Specific Items Found in each Type of Objectives [complete this section] |
|-------------------------------------|---|---|
| Business Mission | Overall Vision and Direction | Corporate Positioning, Leadership and Values (including ethics).. |
| Business Objectives | All departments within the organisation | Survival; Growth; R.O.I.; Acquisitions..... |
| Marketing Objectives | (e.g. Ansoff) | |
| | Market Penetration | Grow Sales; Market; Share; Distribution Penetration.... |
| | Market Development | Enter New Markets; New Market Segments... |
| | Product Development | Develop & Launch new products; expand range... |
| | Diversification | Move Into New Products/Services and Markets... |
| Marketing Communications Objectives | (e.g. AIDA, AIDCA..) | |
| | Attention | Increase Awareness.... |
| | Interest | Liking, Attitudes, Preference.. |
| | Desire | Intentions To Purchase, Likelihood to.. |
| | Action | Repurchase, Enquiries, Trial Purchase.... |

Now check you objectives – break them down and ensure there's plenty of numbers.

| To | Do What? | Where? (Target Market) | From | To | When? |
|-------------|--------------------------|-------------------------------------|-----------------------|-----------------------------|------------------|
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| Example: | | | | | |
| To increase | sales | among ABC1 women | from £15 m | to £18m | within 12 months |
| To increase | Distribution penetration | In the USA retail sector | From 1 national chain | To all four national chains | Within 2 years |
| To increase | awareness | among German electrical consultants | from 10% | to 30% | within 12 months |

Objectives can be written in many ways but they need numbers.
 e.g. To develop two new major accounts worth £500k each within 18 months, or, to appoint two distributors who generate a minimum of £100k by Dec 2000 or to generate 20 major enquiries (each worth £10k within 6 months)
 Or
 To convert 30% of all incoming enquiries throughout the year , or to increase the conversion rate (enquirers to customers) from 10% to 40% by year end.

Objectives must be SMART:

- S**pecific (with numbers)
- M**easurable (must be measurable so that we know if they are being achieved.)
- A**ctionable (...?)
- R**easonable (reachable, attainable not too high so that staff get frustrated)
- T**ime Scale (incorporating Deadlines)