

## 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.


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?
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)