

5 steps to build your marketing plan



1. Your proposition

Work out what you are really selling. What benefit will your product or service deliver?

What will be different for the customer after using your product or service?

What makes your product or service different to your competitors?



2. Target customers

Identify your target customers, in priority order. Focus on the top 3.

Research what challenges they are facing and what opportunities there are for them in their market.

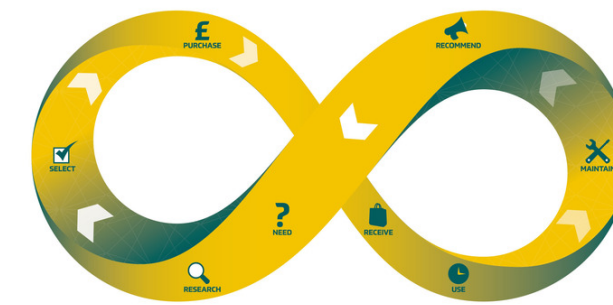
Make sure you know who the decision makers and influencers are in their buying process. What are their personal goals?



3. Hero message

Create your "hero" message. This should clearly articulate how your proposition will help your target customers overcome their challenges and achieve their goals.

Stand out from competitors by saying more than just faster, cheaper, higher quality, or similar "me too" wording.



4. Customer Journey

Map out your ideal Customer Journey to show what interactions you need to have with your target customers to nurture them through the buying process and beyond.

Remember, 57% of the buying process is over before the customer contacts one of your sales team.



5. Marketing channels

Select the best marketing channels to reach your target customers.

Don't forget face-to-face, as well as social media, video and web.

Create and share useful content that demonstrates the expertise of your organisation and generates trust in your capabilities to deliver.

Remember to continuously monitor and refine your marketing activities to keep ahead of competitors. Use a CRM or marketing automation tool to keep track of customer interactions and automate activities.