



MARKETING PLANS TRAINING MODULE



**SHIRE MARKETING SPECIALISTS
IN PARTNERSHIP WITH**

UNCOVER THE COTSWOLDS

WHAT IS A MARKETING PLAN?

A document to establish and track your marketing strategy.

It should be concise, easy-to-read and compelling to help get people on board with your plans whether they're team members or investors.



ELEMENTS OF A MARKETING PLAN

Marketing objectives of the business

Current business marketing positioning

Market research

Outline of the business target market

Marketing activities:

Key performance indicators (KPIs) to be tracked

Marketing mix

Competition

Marketing strategies

Marketing budget

Monitoring and performance mechanism

WORK OUT YOUR GOAL

Your mission, your goal or your objective.

Develop your marketing goals based on your overall business objectives.

Who are you targeting?

Targeting the right audience is essential

Build a customer persona -

Where does that person live?

What would attract them to your café?



RESEARCH AND ANALYSE

Another vital part of a marketing plan is a SWOT analysis. SWOT stands for:

Strengths
Weaknesses
Opportunities
Threat

Explain your strategy - The initiatives you're going to use to reach your goals.

Which marketing channels best suit your aims?

Your website
Social media
Email marketing
Content marketing
Word-of-mouth marketing
Pay-per-click
Print advertising

Consider the message you're broadcasting through your marketing channels.

What problems are you solving for your target audience?

What's different about your product or service?

How do existing customers rate you?



MEASURING PERFORMANCE

You won't know if your strategy's working if you're not measuring performance.

KPIs you could include:

Growth in sales

Growth in website visitors

Social media likes, shares or retweets

Consider the admin

Budgeting, processes, who's going to be involved?

Consider who's best placed to help you reach your goals.

Write a summary of your marketing plan

Short descriptions of each section.

Highlight the most important information.

Needs to be compelling.

Include a short summary of your business and its mission.



CONTENT MARKETING

The process of planning, creating, distributing, sharing, and publishing content to reach your target audience.

Boosts brand awareness, sales, reach, interactions, and loyalty.

Educate your leads and prospects about the products and services you offer

Boost conversions

Build relationships between your customers and business that result in increased loyalty

Show your audience how your products and services solve their challenges

Create a sense of community around your brand

Types of Content Marketing

Social Media Content Marketing

Infographic Content Marketing

Blog Content Marketing

Video Content Marketing

Paid Ad Content Marketing



CONTENT MARKETING

Set SMART goals

Determine your KPIs

Brand awareness

Decide on the type of content

Consider your target audience

What do they need from you?

What challenges are they looking to overcome?

Why do they need your product or service?

How can you help them succeed?

Where do they spend their time?



CHOOSE YOUR CONTENT CHANNELS

Set a budget.

Do you need to purchase any software or technology to create the content?

Do you need to hire any content marketers or designers ?

Do you need to pay for ad space?

Do you need access to specific tools or resources to enhance or measure your specific type of content?

Make note of how your responses impact your budget



ANALYSE AND MEASURE RESULTS.

Look at your SMART goals and KPIs to determine the success of your content marketing strategy.

Did you achieve your goals and KPIs?

Were you close to reaching them, or were you off in your estimations?

With effective content marketing, you can reach your target audience and increase conversions.

There are several ways to market with content to boost revenue, grow your brand awareness and recognition, and build relationships with your prospects and customers.





More training modules are available from Cotswold Tourism

**For any further specialist support
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