



GUIDE TO CREATING A MARKETING PLAN

TACTICS TO CREATING A MARKETING PLAN

THINKING PROCESS

- ✓ DETERMINE HOW THE CLIENT WILL ALLOCATE THEIR BUDGET TO MAXIMIZE RETURN ON INVESTMENT (ROI)
- ✓ DEFINE THE CLIENT'S BUSINESS, BRAND AND SALES OBJECTIVES
- ✓ ANALYZE THE CUSTOMER JOURNEY AND IDENTIFY POTENTIAL CHALLENGES



CUSTOMER RELATIONSHIP

AWARENESS

- Are people aware about the brand?
- What are the channels the brand utilizes to make themselves known?

CONVERSION

- Do people purchase their products?

RETENTION

- Are there any return purchases?

The marketing plan should include a strategy to connect with customers and build long-lasting relationships with them*

TO TAKE NOTE:



WHAT TO THINK ABOUT WHEN CREATING YOUR MARKETING PLAN

FACTORS:

- ✓ COMPANY'S BUDGET
- ✓ THE COMPANY'S STRATEGIES
 - E.G EXHIBITIONS, PROMOTIONS ETC
- ✓ TIMEFRAME OF THE PLAN EXECUTION
- ✓ THE PERSON TO APPROACH/PARTIES INVOLVED
- ✓ THE CHANNELS THAT YOU INTEND TO UTILIZE
- ✓ HOW WILL THE RESULTS BE MEASURED AND DETERMINED

CHECKLIST

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