

10 Steps to a Wave-Making Marketing Plan

Making waves is the objective of your marketing efforts—the activities you do to cause your target audience to move in the direction you want. With the right plan, you can get your prospects to take notice, gain interest, and gravitate toward your product, service or organization, and buy.

A wave-making marketing plan provides the guidance needed to reach your marketing goals. This 10-step guide outlines the components necessary to develop a winning plan for your business. Use it to develop your own marketing plan and start making waves.

- Step 1: Define your current situation.** Describe where your company is today. Who are your current clients? Where do they come from? How are your sales?
- Step 2: Set your goals and objectives.** What do you want to accomplish with your marketing efforts? State specific goals; gain awareness, increase sales, get new customers, etc.
- Step 3: Spell out the benefits and features of what you offer.** What are the unique features of your product or service? What benefits does your product or service offer your prospects? Define your unique selling proposition.
- Step 4: Describe your target audience.** Who are the people you want for customers? How old are they? What is their gender, lifestyle, hobbies, etc.? What are their wants and needs? Who can afford your prices? Whose problems can your product or service solve?
- Step 5. Define what makes you different.** What can you do better, cheaper, quicker or easier than your competition? What sets you apart in your market?
- Step 6. Specify your marketing message.** How will you address your audience? What message will speak to their needs, wants, concerns? What is your memorable slogan or tagline?
- Step 7: Establish your brand identity.** What reputation do you want for your business, products or services? What image do you want to project? How do you want to be remembered? What perception do you want your audience to have of you?
- Step 8: Select your marketing methods.** How will you reach your audience? What marketing techniques will work best for your prospects and your budget? What promotional schedule will work best for you? Choose at least 8 different methods for communicating with your audience.
- Step 9: Establish your budget.** Estimate the cost of each of your marketing methods. What can you afford to spend each day, week, month, year?
- Step 10: Evaluate your efforts.** Find out how customers found you. Track your progress and determine what methods worked and which did not.

Don't want to create your own marketing plan?

Contact Pure Talent Graphic Design and we'll do it for you. Our services include design and marketing consulting. Contact us and we'll help you develop a successful marketing plan.