

The marketing plan

The objectives

Success is...

Hard objectives

Creating a sustainable business, which looks like:

- [insert revenue target – link back to the business plan]
- [insert client target – link back to the business plan]

Soft objectives

Are there any personal objectives, either of yours or anyone in the company, that you need to be mindful of? For example, does the MD wish to write a book? Does the sales director want to speak at a conference? Would the CTO like to see his name published in the media?



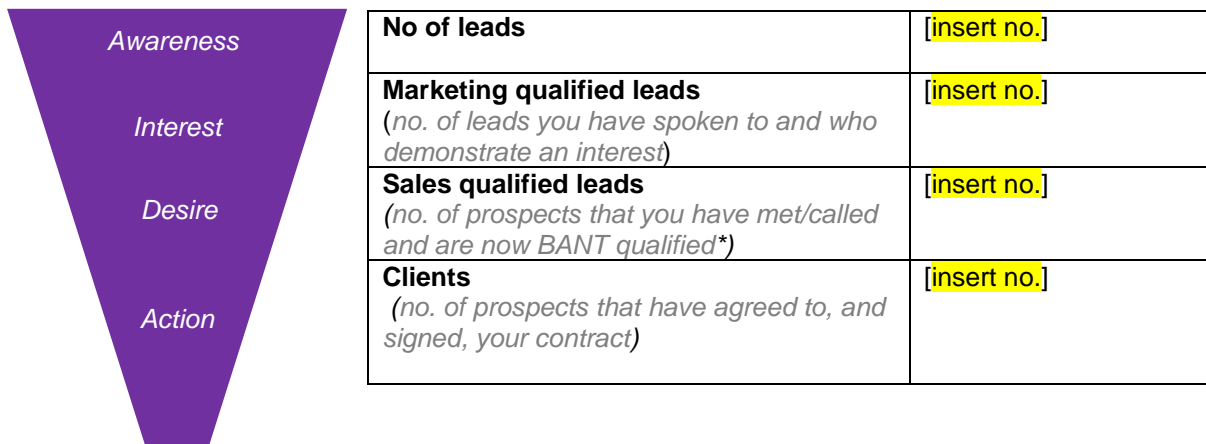
Strategy

To achieve sales success...

You need to target

[insert target audience - link back to the business plan]

And create a sales pipeline that looks like this...



* **NOTE:** BANT qualification means the person you're talking to has a budget, the authority to engage with you, a need, and a timeframe in which to implement a solution.



Marketing tactics

[list all the activities you're going to undertake to build your pipeline, and include details, links, or other useful information that will be useful to helping you execute them]

NOTE: never feel like you have to do everything. Only choose to engage the activities that you know give you the best chance of success, and that you have the time/money to invest into executing them well.

Think about...

- Personal network
- Events
- Direct
- Website
- Social media
- Content
- PR
- Advertising
- Awards

Continuous professional development

[list all the activities you're going to undertake to ensure you continue to improve and ultimate become the best you can be.]

Think about...

- Reading books and blogs.
- Listening to podcasts.
- Registering for webinars.
- Taking online training courses.
- Booking a course, or studying towards a qualification.
- Attending events.
- Getting involved in social media to join in the conversation – you will learn a lot from your peers.
- Becoming a member of your industry's institutions.



The execution

Schedule of activities

NOTE: plot your marketing tactics on a calendar like the grid below so you know what needs doing and when. This will help you to allocate the appropriate time and resource to each activity, and ensure your own promotional efforts are given equal importance to client deliverables.

	Wk. 1	Wk. 2	Wk. 3	Wk. 4	Wk. 5	Wk. 6	Wk. 7	Wk. 8	Wk. 9	Wk. 10	Wk. 11	Wk. 12
Personal network												
Activity 1												
Activity 2												
Events												
Activity 1												
Activity 2												
Direct												
Activity 1												
Activity 2												
Website												
Activity 1												
Activity 2												
Social media												
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Content												
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Activity 2												
PR												
Activity 1												
Activity 2												
Advertising												
Activity 1												
Activity 2												
Awards												
Activity 1												
Activity 2												

Tip! There are fancy software tools out there that will help you (some free, some paid for), but a spreadsheet works really well.

