

# Plan for Success

## Creating a powerful Digital Marketing Plan

### Inspire Marketing - Marketing Template



A marketing plan is your road map for finding and keeping customers. By planning your marketing step by step, you give your company the best chance of success in today's competitive marketplace. From establishing a strong brand to understanding your ideal customer to creating a compelling buying experience, the time you put into planning now will pay off many times over in the months and years to come.

# PART 1

## **DEFINE YOUR BRAND**

### What is your vision for your marketing?

*A strong brand is the foundation for your company's success. To build a great brand, you need to be clear about why you're in business and where you want to take your company.*

*You may find yourself returning to this section to fine-tune and adjust as you work through the full marketing plan and clarify your understanding of your target customers, competition and market opportunities.*

### What is your vision statement?

*This is typically two or three simple sentences that explain what you want to achieve, your core values and how your brand reflects them.*

### What is your value proposition?

*What value does your organization provide to customers that no one else can?*

*(ie. 3 core values: 5 minute response time, satisfaction guarantee and easy opt out. More details on website about this)*

### What is your positioning statement?

*How do you want to be perceived in the marketplace?*

# PART 2

## Identify your customers

*Speak to the customers you want the most.*

The purpose of a business is to create and keep a customer. This makes understanding customers the top priority of any business.

## Your top persona

*Create a persona or imaginary individual. They should correspond to the most important customer segments you want to attract. For example, a coffee shop near a university might be going after students, parents of young children and the local business crowd. Your personas will help you visualize the customers you are targeting and develop brand messages and marketing tactics that will resonate with them.*

<u>Customer Persona</u>	<u>Persona 1</u>	<u>Persona 2</u>
<b>What is their demographic profile?</b> Age, sex, profession, income, social status, education, etc.		
<b>What are their values, attitudes, interests, needs and lifestyle choices?</b> What is important to them?		
<b>How do they like to do business?</b> Online or face-to-face? How much do they spend? What kind of products do they buy? What do they want in terms of features, functionality and cost?		
<b>Where are they located?</b>		
<b>Why would this person buy your product or service</b>		

## **PART 3**

### Understanding your competitors

*Know where you stack up*

*You must understand what your competitors are doing and how their products or services stack up against yours. Analyze your competitors' websites, product documents, brochures and catalogues. Talk to their customers about their needs. And don't overlook the opportunity to learn more by talking directly to the competition.*

*Your top three competitors: Use the following chart to analyze your top three competitors.*

<b>Competition Evaluation</b>	<b>Competitor 1</b>	<b>Competitor 2</b>	<b>Competitor 3</b>
<b>Where are they located?</b>			
<b>How long have they been in business?</b>			
<b>What are their target markets?</b>			
<b>What are their unique selling points, competitive differentiators?</b>			
<b>What are their strengths, weaknesses?</b>			

## **PART 4**

### Analyze your business

## SWOT analysis

Now it's time to take a hard look at your own business. You do this with a classic SWOT analysis—defining your Strengths, Weaknesses, Opportunities and Threats.

- Strengths

*What characteristics does your business possess that give it an advantage over others?*

- Weaknesses

What places your business as a disadvantage versus others? Address these weaknesses immediately.

- Opportunities

What conditions or situations in the marketplace or in your competitors' offerings could you exploit to your advantage?

- Threats

What conditions or situations in the marketplace, or activities by your competition, could work against you?Part 5

Define your difference

*Your unique selling point*

You're ready to craft a unique selling point (USP), a description of what makes you distinct in the marketplace.

A USP must articulate a compelling and decisive advantage you have over the competition. Consider writing your USP as an “only statement” as in: “We are the only business in the city/the country/the world that does X.” Refer to your vision, values and positioning statements in Part 1. What is your USP?

What is your elevator pitch?

Explain who you are and what you bring to the market that no one else does.

## **PART 6**

Map your customer's journey  
*Understanding each point*

Your goal is to deliver the right messages, to the right people, at the right time. It's essential to communicate your brand consistently throughout your customer's entire journey with you—from discovery to purchase to after-purchase support and repeat business.

The key is to understand, at each point in the journey, what customers hope to achieve from the transaction and what their expectations of your business are. By referring back to the customer personas you completed in Part 2, complete the following chart to clarify what marketing activities at each point on the journey are necessary for creating a loyal customer.

Customer Journey	Persona 1	Persona 2	Persona 3
<b>ATTENTION</b> How will we make this person aware of our business?			
<b>INTEREST</b> How will we get them interested in our business?			
<b>DESIRE</b> How will we create a desire to purchase?			
<b>ACTION</b> How will we get them to take action and buy?			
<b>LOYALTY</b> How will we make them loyal to our business?			

## **PART 7**

Current Strategy

What are you currently doing to market your business?

*Are you asking where your clientele find you and why they picked you?*

What seems to be working well?

## **PART 8**

Create your action plan

*Define your details*

You've done the hard work of defining your business and its market. Now it's time to bring it all together by planning the marketing tactics you will use to attract and keep customers. Describe how you will promote your product or service, remembering that not every tactic makes sense for every business. Consider what will resonate with those customer personas you completed in Part 2, given your budget and human resources. But first, start with some basic information about the resources and strategies you will use.

What is your marketing budget?

Who is on your marketing team?

Who is responsible for what?

What is your pricing strategy?

How will you create or update your website?

Design: How will you get a modern, attractive, effective website?

**CONTENT**



What kind of content will you produce? Who will be responsible for regularly producing and managing it?

## **SEARCH ENGINE OPTIMIZATION**

How will you optimize your site so your content ranks high on search engine results?

What is your social media strategy?

*What platforms make sense for your business? Who will plan and manage your communities and respond to questions?*

What is your email strategy?

*What will be your email marketing strategy (keeping in mind Canada's anti-spam law)*

What is your advertising strategy?

## **PART 9**

Monitoring, measuring, and improving

*Track your efforts*

To measure the return on investment from your marketing plan, you must track the effectiveness of your activities. Generally, you do this by monitoring customer conversion metrics (e.g., sales, quote requests, e-newsletter sign-ups, eBook downloads, etc.) and by gauging the impact of specific tactics and campaigns. If something is not working, you must adjust to improve.

How will you measure the effectiveness of your marketing activities?

How will you adjust to improve?