

Marketing strategy and planning

Sample

Outlined below are example sections that have been included in our marketing strategy and planning projects for a number of clients. This is intended as a guide only and each strategy and plan is created in a bespoke manner, focussing on the needs of each client.

Section	Description
PEST analysis	Political, environmental, social and technical factors affecting the business
SWOT analysis	Strengths and weaknesses of the business, opportunities and threats faced by the business
Financial objectives	Revenue, profit, margin or other monetary goals
Corporate objectives	Overall objectives of the business, e.g. to grow the business
Marketing strategy	Over-arching process through which you engage with your audiences.
Marketing objectives	Subordinate to corporate objectives and specific to customers and markets, marketing objectives are important as they provide focus and motivation.
Marketing plan	Written document detailing how you achieve your marketing objectives
Identify target audiences	Within the marketing strategy we will have already identified target segments. Here we take this a step further and begin to compile target lists of individuals.
Elevator pitch	This is a 100-word or 30 second spoken description of your business that must get across your reason for being and your marketing strategy. It must sum up your brand succinctly.
Key messages	The key pieces of information you need your target audiences to know. They can be words, phrases or short sentences. They should be incorporated into all communications as often as is appropriate.
Identity review	The review looks at the logotype, typography and layout, the use of colour and imagery and the overall presentation. How could the identity be developed?
Website review	Does the current website best in class, utilising technology and making the most of the opportunities the web presents? How could the website be developed?
Marketing activities	The activities we will propose and carry out that carry your key messages to your target audiences and meet your marketing objectives.
Budget	This will not be exact but acts as a guide and as a means of measurement.
Schedule	Some activities will be time specific, others will be constant whereas others will be discretionary. The schedule ensures we leave enough time to do things as we do not carry out activities at inappropriate times.