

Accomplish Quick Guide to Marketing

Current Situation – Your starting point – e.g. SWOT, PEST, Ansoff, Competitive Analysis

Where Do You Want To Be? - Vision, purpose, values, objectives, strategies

Four “P” s

Product or service

Price

Place – how & where sold

Promotion

Targets - Who are your customers? What are their needs, issues & characteristics?

Positioning / Messages / Branding

Unique Selling Proposition

How are you different, and so better, than your competitors?

Value Proposition

What does your customer get, of value to them, from you?

FAB

Features, Advantages, Benefits

Promotion

How appropriate to target market?

- Advertising – TV, Radio, Newspapers/Magazines, On-line, Cinema, Posters
- Direct Mail – database, mail & email
- Exhibitions
- Networking
- Online – website, SEO, PPC, content
- PR – press release, awards publicity
- Sales – sales team, telemarketing
- Social Media – Facebook, Twitter, LinkedIn, YouTube
- Sponsorship – sport / event

Communications Plan

Simple Example:

	Jan	Feb	Mar	Apr	May	Jun
Advertising	Trade Journal		Local Press		Postcard	
Direct Mail		E-shot		E-shot		E-shot
Exhibition			Visit			
Networking	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Online	Blogs	Newsletters	SEO	PPC	Blogs	Newsletters
PR	Press release		Apply for award		Press releases	
Sales		Telemarketing		Telemarketing		Telemarketing
Social Media	Updates	Updates	Updates	Updates	Updates	Updates
Sponsorship				Local Seminar		

Evaluation

What works / what doesn't – Return on investment