

Marketing Plan Builder

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ATB Marketing Plan Builder

A good marketing plan is the first step towards growing any business. ATB's Marketing Plan Builder will help you create a strategy for raising awareness of your business, finding the right customers, and bringing them in the door, too.

Phase 1 Research

Year Executive summary Marketing goals Core brand elements Brand statements Target market Creating a Unique Selling Proposition (USP) Competition

Phase 2 Strategies

Pricing and positioning strategy Distribution strategy Marketing materials Promotional strategy Online marketing strategy Social media strategy Lead conversion plan Retention plan Marketing schedule Financial projections



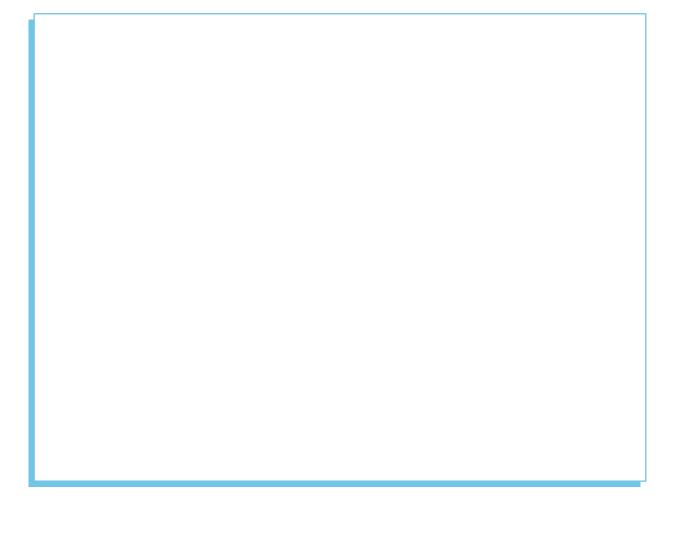
Phase 1 Research

The more you know about your own business, the market and the competition, the better your marketing will be. That's why the first step towards effective marketing is research.

YEAR

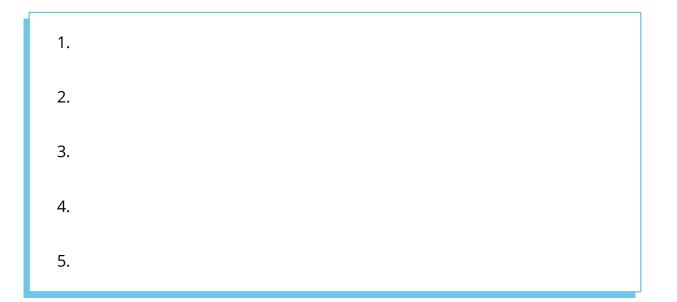
Your marketing plan should be created one year at a time and reviewed every three months to make sure that it's on track.

EXECUTIVE SUMMARY





MARKETING GOALS

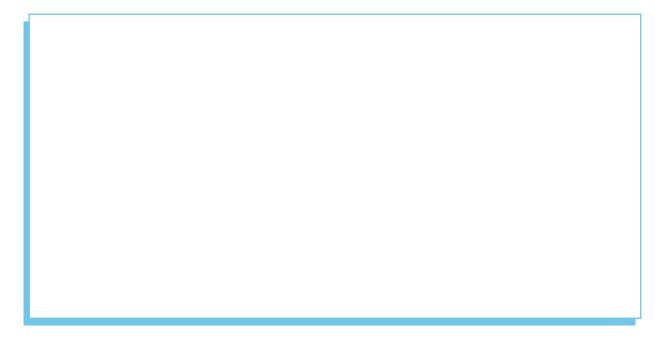


CORE BRAND ELEMENTS





BRAND STATEMENTS



TARGET MARKET

Who is your marketing plan aimed at? This is divided into primary and secondary markets.

Primary

The people most likely to buy your products and services right now. They will account for most of your revenue. The more specific your primary market, the better you can target them with marketing. Include the following information:

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Secondary

These people are your future primary buyers and those who influence your current primary buyers.

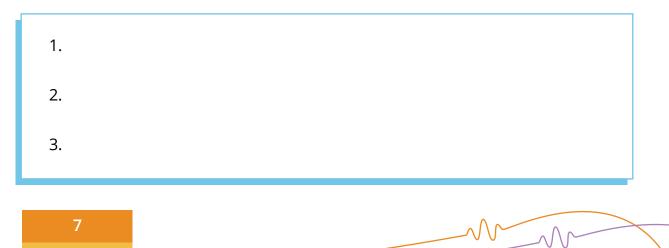
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CREATING A UNIQUE SELLING PROPOSITION (USP)

With your target market and brand statements defined, you're ready to create your USP, which is a statement that explains what sets you apart from your competitors.



COMPETITION

Who else is trying to market to the same people that you are?

	Competitor	What do they offer?	What is their market share?	Strenghts	Weaknesses
1.					
2.					
3.					
4.					
5.					



ANALYSIS OF TOP COMPETITIORS

Detailed analysis of your top two competitors is also helpful. Research the following questions for each competitor:



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Phase 2 Strategies

Now that you know your USP and how it relates to the marketplace, you're in a good position to create smart, effective marketing strategies. The following are some proven approaches you can use. They won't all apply equally to every business, but each is worth thinking about.

PRICING AND POSITIONING STRATEGY

DISTRIBUTION STRATEGY



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MARKETING MATERIALS

PROMOTIONAL STRATEGY

ONLINE MARKETING STRATEGY





SOCIAL MEDIA STRATEGY

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LEAD CONVERSION PLAN

RETENTION PLAN

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MARKETING SCHEDULE

Jan	
Feb	
Mar	
Apr	
Мау	
Jun	
Jul	
Aug	
Sep	
Oct	
Nov	
Dec	

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FINANCIAL PROJECTIONS

Include projected costs for all the aspects of this plan. Edit as you need and as you go! Make sure you capture everything to help you track your ROI on your investment.

Project	Start Date	End Date	Projected Cost	Actual Cost					
Advertising									
Total Advertising		Budgeted amount	Total amount						
Social Media									
Total Advertising		Budgeted amount	Total amount						
Total Marketing		Budgeted amount	Total amount						



The follow through

Now that you've taken the time to make this plan, it is important to follow through. Who in your business is accountable for executing this strategy? How will you track return on your marketing investments?

Remember: Rome wasn't built in a day. Neither was Google, for that matter. Patience and persistence are some of the most valuable assets for any business owner. If you need more help, check out ATB's Entrepreneur Centre or book an appointment with one of our experts.