

A STEP-BY-STEP GUIDE TO MARKETING PLANNING

Take the hassle away from writing a winning marketing plan.

Includes easy to follow tips, along with useful examples for inspiration.

Goals

What do you want to achieve from this plan?

Keep goals SMART - specific (x% more sales, x new customers, x web visitors), measurable, attainable, relevant and time-bound.

Review objectives regularly to assess if they're being met - keep fine-tuning your marketing plan as you learn more about what works.

Examples

- Generate 30 sales leads per month
- Increase website traffic by 20%
- Increase 'lead to sale' close rate to 1 in 3
- 1 'big win' case study per quarter
- Increase social following by 30% across all channels

SWOT analysis

Identify factors that may help or hinder your goals

Strengths - how do you stand out from competitors?

Weaknesses - what could you improve on?

Opportunities - what gaps are there in the market that your service could fill?

Threats - what obstacles are holding you back?

Examples

- Strengths – company culture, good reputation with existing customers
- Weaknesses – prospects are not aware of us, no in-house marketing resource
- Opportunities – growing market, customer loyalty
- Threats – growing competition, with more market presence

Understand your market

How well do you know your audience?

It's vital that you know your customers, prospects and competitors - if there are gaps in your knowledge, it may be worth spending some time on market research.

Having accurate data is the cornerstone of every marketing plan. Build a customer persona by creating a snapshot of their characteristics.

Examples

- Key characteristics of current customers – age, location, job title, areas of responsibilities
- Information resources your audience trust – press, LinkedIn, industry blogs
- What motivates your customers to buy? Friendly service, reliable service, price
- Who are your competitors?

Tasks

Which tactics will help you achieve your goals?

There are many ways to market your business to customers and prospects - some are absolutely essential, others may not be appropriate for your target market.

Use your customer research to understand which methods are more likely to reach and resonate with your customers.

Examples

- Content marketing
- Email marketing
- Social media
- Telemarketing
- Webinars – co-host with vendors
- Events
- PR

Marketing toolkit

Prepare the ground

Create collateral to make it easy to roll out your marketing action plan in a clear and consistent way. Everything should be in keeping with your vision and brand values.

Check if your providers can give you access to white label material – this will save you lots of time and money!

Examples

- Strapline
- Brochures
- Imagery
- Email templates
- Calls to action
- Videos
- 'About us' wording

Integrate your marketing channels

Ensure all your marketing activity works together

Make a list of all the ways you can connect your marketing channels.

And ensure you tailor your message depending on the communication channel, while maintaining the original message.

Examples

- Featured social posts on website
- Social media buttons in emails
- Links in online content and web pages
- Web banners on homepage to promote blogs / launches / event registration
- Newsletter sign-up on homepage

Marketing action plan

What, when, who, how much?

Map out a month-by-month snapshot of which activities you'll include in your plan:

When?	Activity	Target Audience	Objectives	Cost
Jan	Webinar: Tips on how to make the move from ISDN to SIP trunking	Existing ISDN customers and prospects	Register - 25 Attendees - 12	£1k
Feb	Email: Customer newsletter	All customers	Customer retention	£500
March	Social : Hosted product launch	Prospects using ISDN	Sales leads - 30	£4k

Resource

What resource do you need to complete the tasks planned?

This should include people resource, as well as budget to cover the costs of activities.

Check with providers you work with if they can: Offer any free marketing help? Provide access to a marketing portal to help you run campaigns? Give funding to support your plan?

Examples

- Recruit marketing exec to support content creation and social media activity
- Email marketing platform
- Webinar platform
- Marketing agency monthly retainer
- Product experts to support exhibitions

Evaluate

Marketing is a learning process

Measure the success of all activity and continually fine-tune your marketing strategy.

For provider-supported campaigns, always feed back results. Successful campaigns = more investment. Also, let them know if the campaign doesn't quite work so they can help improve the performance of your next one.

Examples

- Leads tracked in CRM through to initial sale and ongoing for upsell opportunities
- Email platform integrated with CRM – track open and click rates
- Install Google Analytics to measure web traffic PPC activity
- Include trackable links in all content
- Collect data on all event leads – track progress through CRM

Take the hassle out of marketing

Are you getting the marketing support you deserve from providers?

Accelerate, Gamma's online marketing portal, is home to a huge library of high-quality marketing material - enabling partners to easily set-up, customise and run campaigns.

Clever features, such as email marketing, social media posting, website banners and automated lead nurture, help partners boost lead generation and increase sales.

Next steps

For more information, contact the Gamma Marketing team - accelerate@gamma.co.uk

Need additional help with your marketing strategy? Get in touch to explore other ways we could support you.