

HOW TO START A MARKETING PLAN

FREE WORKSHEET

Why did you
start your
business?

WHO IS YOUR IDEAL CUSTOMER? ARE YOUR MARKETING EFFORTS FOCUSSED ON THEM? IF NOT, WHY NOT? DON'T WING IT. IT'S TIME TO GET ORGANISED AND DEVELOP A REAL, USEFUL MARKETING STRATEGY AND PLAN.

NOT SURE WHERE TO START? DON'T WORRY! WE'LL HELP. THE FIRST STEP? COMPLETE THIS FREE WORKSHEET.



HOW TO USE THIS WORKSHEET

“A business is simply an idea to make other people’s lives better.” – Richard Branson, Founder of Virgin

Truly successful businesses are marketing focussed.

What does this mean? We define this as the ethos of 'seeking customer loyalty and delight'. Ultimately it leads to larger profits, happier customers and provides clear direction.

But how do you achieve this? For many SME’s, as they grow, the founders become busier and busier and focus can be lost. Fear not! If this is you, it's not difficult to get back on track! You don't need to pay an agency thousands of pounds; most MD's, CEOs, Founders and Directors know the questions (and answers) themselves but just don't take the time to ask or answer them regularly. This free worksheet poses some questions to get you thinking about your business and how you can refocus or improve your activity at whatever scale and pace this may be.

TO DO

A) Why did your business start? Write it down. In simple terms.

B) Answer questions on pages 3 & 4

C) Revisit A (above). Is what you're doing today in line with that?

Yes No Not entirely sure

D) Answer questions on page 5

YOUR #MARKETING PLAN

NAME

BUSINESS NAME

DATE

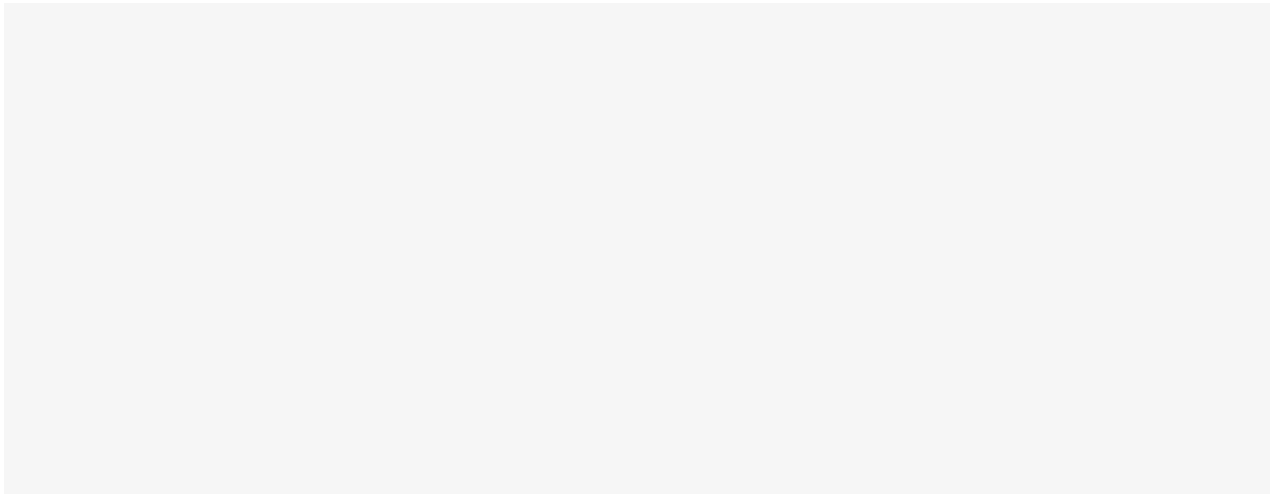
I DON'T KNOW YOUR BUSINESS. TELL ME ABOUT IT...

WHAT IS YOUR PRODUCT OR SERVICE?

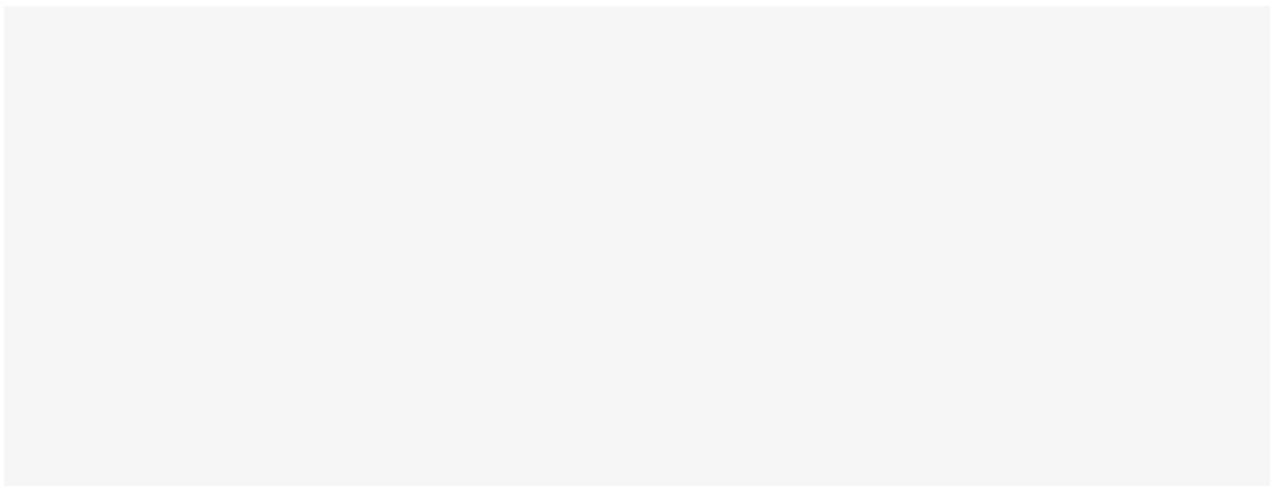
HOW DO YOU SELL YOUR PRODUCT/SERVICE?

HOW DO YOUR CUSTOMERS BENEFIT?

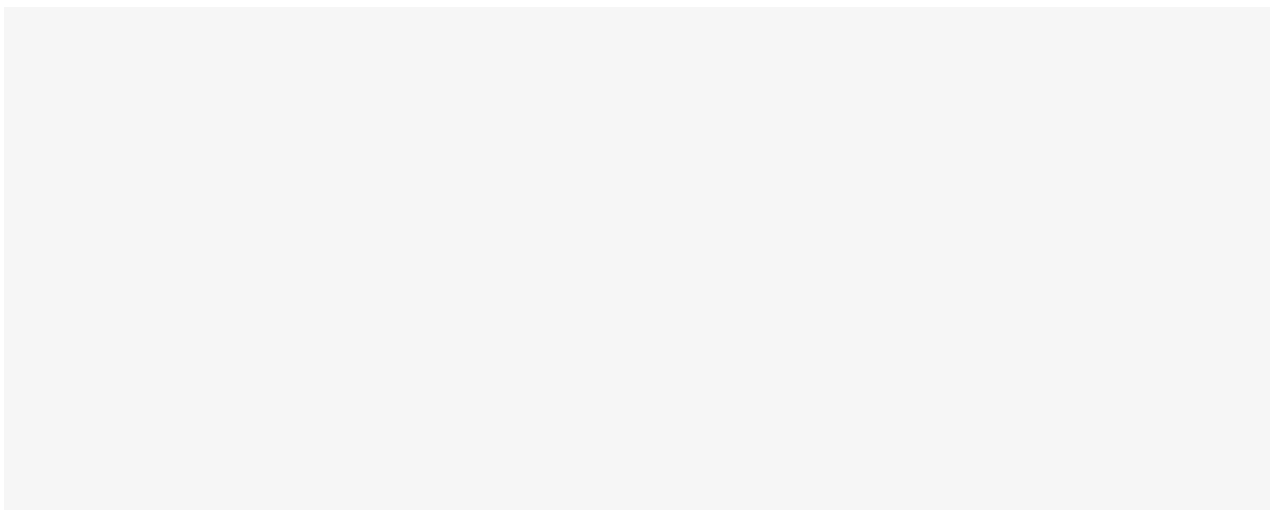
WHAT DOES YOUR BUSINESS DO WELL? AND WHY?



WHAT DOES YOUR BUSINESS DO NOT SO WELL? AND WHY?



WHO ARE YOUR FAVOURITE CUSTOMERS? AND WHY?



IF MONEY AND TIME WERE UNLIMITED, WRITE DOWN ACTIONS THAT COULD BE TAKEN TO IMPROVE MARKETING FOCUS WITHIN YOUR BUSINESS.

Actions to delight our current customers:

- Today:
- This week:
- This month:
- This year:
- Next 5 years:

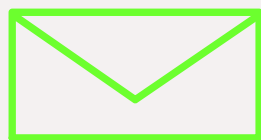
Actions to delight our ideal customers:

- Today:
- This week:
- This month:
- This year:
- Next 5 years:

And there you
have it...

This process should have provided you with a number of salient points to think about and act on and THAT is the basis of a robust marketing strategy. Need some help with the next phase?

Get in touch.



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Have you found
this helpful?



Share with us/others and follow us
on social for free tips and
marketing inspiration.



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