



# TEN TIPS FOR WRITING A GOOD MARKETING PLAN



my own marketing coach

# Writing a Marketing Plan is essential...

Even if you're a small business, writing a Marketing Plan is essential to make your business idea a success. It's not only about marketing tactics, it's as much about your business concept/idea!

- 1) **Adapt the plan** to your type of business, context and industry.
- 2) Only spend time on the topics that are **relevant for your business**.
- 3) The backbone of your business concept/idea and marketing plan is: **what is your unique value proposition?** A unique value proposition (UVP) talks to a specified user group about:
  - 1) relevance (why should your customer use it)
  - 2) value (what are the benefits?)
  - 3) differentiation (USP) (why should the customer buy your product/service?)
- 4) Define and research your target customers thoroughly, Who are they: demographics; age, gender, family situation, geographical; where are they located, characteristics, their values in life. **What are their needs:** what problem does your product/service solve? What criteria do they use to make buying decisions? What media do they use? What events do they attend?
- 5) Keep your marketing efforts focused on a single objective, whether that is to raise awareness and find (new) customers, grow business with existing customers or develop new niches for your product. Write down your marketing objective and **evaluate each marketing activity to make sure it aligns with it.**
- 6) Design your marketing activities so they **reinforce your unique value proposition** and your customers' specifics (location, media usage, .....)



# Align everything, so it flows...

- 7) Marketing activities are most effective when you influence your target customer through as **many complementary channels** as possible (e.g. email, forum postings etc.). Find out where your prospects go to find information to solve their problem and make sure your brand or product/service is visible where they are looking.
- 8) Pricing: **choosing a good price for your product/service is very important.** Take different angles: product cost (take into account margin), what competitors charge and then decide whether your price needs to be lower, equal or higher to those competitors.
- 9) Distribution: another very important element in your marketing plan. Consultants and agents may already have resources and relationships to quickly bring your product to market. If you sell through these groups instead of (or in addition to) selling direct, **treat the entire channel as a group of customers** – and they are, since they're buying your product and reselling it.
- 10) **Every element mentioned in this list needs to be aligned!** The objective is the starting point and then align with it the unique value proposition, target customers, marketing activities, pricing and distribution.

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