

## The Marketing Plan

### The marketing plan

To grow your business, you need a marketing plan. This plan will identify everything from:

- Who your target customers are;
- How you will reach your customers; and
- How you will retain your customers, so they repeatedly buy from you or tell their friends and family about your business.

Your marketing plan will be the roadmap you follow to get unlimited customers and dramatically improve the success of the business.

H2O franchisees should use the following marketing plan template to summaries their planned marketing activities for the year and to reflect budget allocation.

These marketing campaigns can take several forms. H2O franchisees should engage in the following local marketing activities:

- Sending emails to engage with customers and potential customers. You could send emails to announce promotions or special offers.
- This doesn't necessarily have to involve parting with money. The franchisee could from time to time select an office or sports team from a local school to sponsor.
- Purchasing local ad space in community papers to inform customers about the business and what it offers.
- Exhibitions can be a very successful way to introduce new customers to our products.

What to check before your advertisement goes to print.

<p><b>1. Logo/brand name</b></p> <ul style="list-style-type: none"> <li>• Does the H2O logo and brand name appear clearly and correctly in the advertisement?</li> <li>• Is the size of the logo in the correct proportion to the total advert?</li> <li>• Are the logo colours correct?</li> <li>• Remember that colour tends to be more expensive than black and white.</li> </ul>
<p><b>2. Business details</b></p> <ul style="list-style-type: none"> <li>• Have you included the relevant business particulars such as the business' physical address, telephone number, the H2O website address etc.?</li> </ul>
<p><b>3. Correctness</b></p> <ul style="list-style-type: none"> <li>• Is the content of the advertisement absolutely correct?</li> <li>• When you advertise, you are making a promise to your customer that you have to honour. Ensure that prices are correct.</li> <li>• Have you checked the advertisement for grammar and spelling errors, and corrected these before signing off on the advert?</li> </ul>
<p><b>5. Target market</b></p> <ul style="list-style-type: none"> <li>• Have you checked that what you are offering in your advert meets the needs of the target market?</li> <li>• Have you selected and advertised sufficient services to ensure the target market wants to grab the offering, yet have taken care not to overload the advert?</li> </ul>

Here are examples of current H2O adverts



These traditional marketing approaches are tried and tested and will always work to a degree. But as people become more connected to technology and are flooded with messages from thousands of companies, how do you make your brand stand out? In every piece of material you hand out to your community, make sure it is unique and eye-catching. If you're doing corporate gifts, make them useful and fun so they stay in your client's house and go out of your way to do something that puts your name at the front of your client's mind. Let the creative juices flow.

**As part of our local marketing policy, we require our franchisees to follow these rules:**

- **Adhere to the Corporate Brand Guidelines.**
- **Franchisees should always consult with Head Office before moving forward with a local marketing plan.**
- **H2O franchisees should identify marketing franchise opportunities and present them to us as the franchisor.**
- **H2O franchisees should allocate and spend a marketing budget.**