

The marketing plan template

1. Marketing plan for the 12 months ending: _____

2. Market research

Use the information gained from your market research and then group the responses according to service groups so that you have specific information for each market segment. Adapt the marketing plan to reflect the H2O business model: Selling to companies and private customers.

3. Service

Group 1 (Repeat this for group 2 and 3)

• Who are the potential customers/clients? _____

• Why will they use the service? _____

• How frequently will they use the service? _____

• How much will they pay? _____

• Where can we find them? _____

• How can we reach them? _____

• Who else may want to use the service? _____

• Is there a time of the year when people want our products more than others? _____

4. General questions

• What economic changes can be expected to take place which may impact on our marketing efforts?

- What general trends can we identify that we should take into consideration in our marketing efforts? _____

5. Objectives

Our marketing objectives are:

- To continue to sell our current range of products to our existing clients.
- To sell our current range of products to new clients.
- To encourage extra feet through the door.
- To grow our brand by positioning it as the leader in our field.
- To build market share aggressively through advertising and promotional programmes which have the capacity to offer measurable returns.
- To enhance the impact of advertising campaigns by negotiating the best possible price from suppliers.
- To look into developing new services for our existing customer base and making suggestions to head office.

6. Co-ordination of activities and resources

Prepare a list of marketing activities you will implement as the franchisee to achieve your goals and decide which elements of the programme will form the backbone of your marketing drive.

7. Compliance with the Consumer Protection Act (CPA), No. 68 of 2008

Your marketing plan as well as all the techniques, activities and resources you employ must comply with the requirements of the CPA.

This includes:

- Obtaining customer permission to receive communication.
- Ensuring direct marketing initiatives don't infringe on people's rights.
- Explaining the customers' rights to them, for example, the right to opt out.

8. Implementation and tracking progress

Campaign

Range agreed:

Pre-promo pack:

Media bookings:

Services required:

Pre-bookings:

Campaign breaks:

Campaign ends

Evaluation:

9. Marketing budget

Determine what you are going to spend on marketing for the whole year based on the marketing activities you decide to implement.

10. Advertising and public relations

- Promotional activities
- Radio
- Websites
- Signage
- Press releases, etc.

11. Monitoring the outcome

Analyse the results of each of your marketing initiatives within a week after the end of the campaign. If a campaign worked for you and helped you to achieve your business objectives, you may want to run it again in future. If a campaign did not work, you could strike it off the marketing plan.

Answer the following questions:

- Was the initiative successful when measured against specific objectives?
- How was the success of the campaign measured? What criteria were the campaign measured against?
- If the campaign was unsuccessful, what factors contributed to its failure?
- Can steps be taken to rectify the situation for future campaigns? If yes, what?

12. Future goals

It is important to look ahead to the next two or even three years and to start planning your marketing objectives for the future.

Determine the marketing objectives for the next two years:

- To continue to sell our current range of services to our existing clients/customers.
- To sell our current range of services to new clients/customers.
- To looking into developing new services for our existing customer base and suggesting these to head office.
- To increase market share. How and by how much?
- To continue to develop relationships with current suppliers to negotiate the best possible process for the goods we purchase.
- To market our services in other areas. Areas identified for this growth are_____

(Source: The Ultimate South African Business Companion, Lesley-Caren Johnson)