

VISTAGE



Sierra
marketing

The Truth About Your Marketing Plan

© Marion Di Benedetto 2024 – sierramarketing.com.au



The Truth About Your Marketing Plan

How to ensure your marketing activities are helping to achieve your business objectives?

What is critical to the success of your marketing activities?

How can you support your team to deliver an effective marketing plan?

Session Objectives

- ✓ **Understand the foundation** of an effective Marketing Plan
- ✓ **Recognise the roadmap to follow** to develop an impactful Marketing Plan
- ✓ **Simplify and apply** marketing concepts to your own business
- ✓ **Have the tools** to develop an effective Marketing Plan
- ✓ **Identify a game changer** to implement straight away



The Truth About Your Marketing Plan



Marion Di Benedetto



[Marion Di Benedetto](#)



marion@sierramarketing.com.au

SIERRAMARKETING.COM.AU

Unlocking Business and Personal Possibilities by Simplifying and Enhancing Communication Strategies

- ◆ **Founder and Strategy Director of Sierra Marketing**, integrated marketing and communication agency since 2007.
- ◆ **Successfully launched, crashed, and sold businesses.**
- ◆ **Coach and mentor for entrepreneurs**, including business owners as well as people in the workplace.
- ◆ **Member of board of advisors** in a marketing and communication capacity.
- ◆ **Delegate and panellist at the G20 young entrepreneur alliance** summits in Russia, China and Australia.
- ◆ **Msc in Management and Marketing**, Nottingham Business School, England.
- ◆ **Certified trainer** with a training approach that is grounded in real business experience.



What does marketing mean to you in your business?

Do you have a documented Marketing Plan?

The Truth About Your Marketing Plan



01

Your Marketing Plan will help achieve your business objectives

Align your marketing plan objectives and associated activities to your core business objectives and you will get positive results

02

Your Marketing Plan is easy to produce

Follow a defined framework to create a roadmap that will guide your marketing activities and simplify the process of crafting an effective marketing plan for you and your team

03

Following one step of your Marketing Plan can be a game changer

Identify your game changer and implement your marketing plan a step at a time to have a significant impact on your business

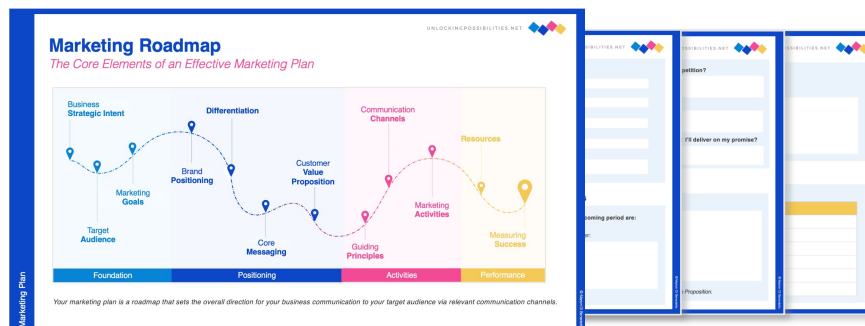
Session Agenda



Resources

The Truth About Your Marketing Plan

- ✓ [Worksheet](#): Crafting an Effective Marketing Plan
- ✓ [Formula](#): Customer Value Proposition (CVP) Formula
- ✓ [Checklist](#): Marketing Plan Checklist





01

Your Marketing Plan will help achieve your business objectives

Align your marketing plan objectives and associated activities to your core business objectives and you will get positive results

The Truth About Your Marketing Plan

Part 1 – Your Marketing Plan will help achieve your business objectives

- ◆ **Why is having a Marketing Plan important?**
- ◆ **What is a Marketing Plan?**
- ◆ **Foundation of an Effective Marketing Plan**



Why is Having a Marketing Plan Important?

Facts and Stats



Source:
[CoSchedule Trend Report: Marketing Strategy 2022](#)

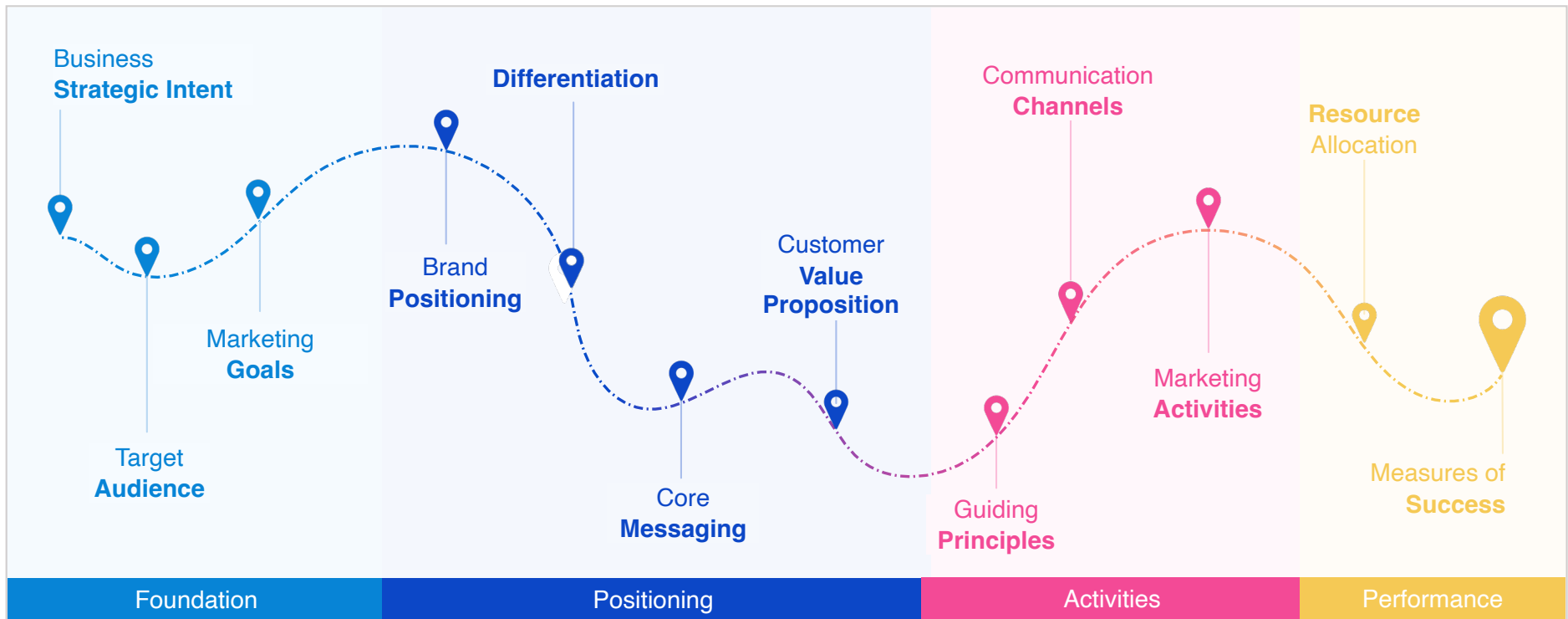
What is an effective Marketing Plan?



An effective marketing plan is a **roadmap** that supports your overall business plan
by setting the direction **for** your business communication
to your target audience
via relevant communication channels
using effective resources and capabilities.

Marketing Roadmap

The Core Elements of an Effective Marketing Plan



Your marketing plan is a roadmap that sets the **overall direction** for your business communication to your target audience via relevant communication channels using effective allocation of resources and capabilities.



Foundation of an Effective Marketing Plan

3 critical steps to position your marketing plan for success

1) Defining your business strategic intent

i.e. your business vision, mission, ambition, and objectives

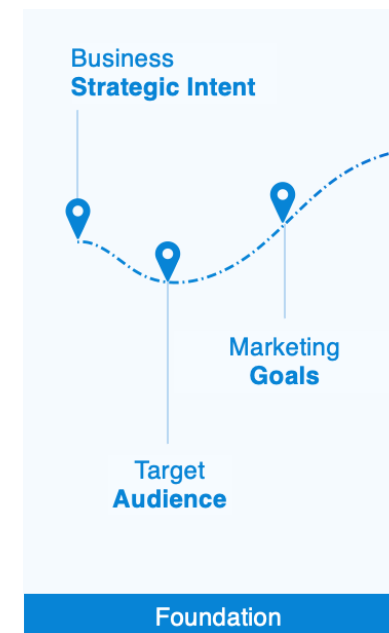
2) Identifying your target audience and different segments

i.e. stakeholder groups, ideal customers, drivers, pain points, behaviour...

3) Setting your marketing goals

i.e. the purpose of your marketing activities, what they aim to achieve

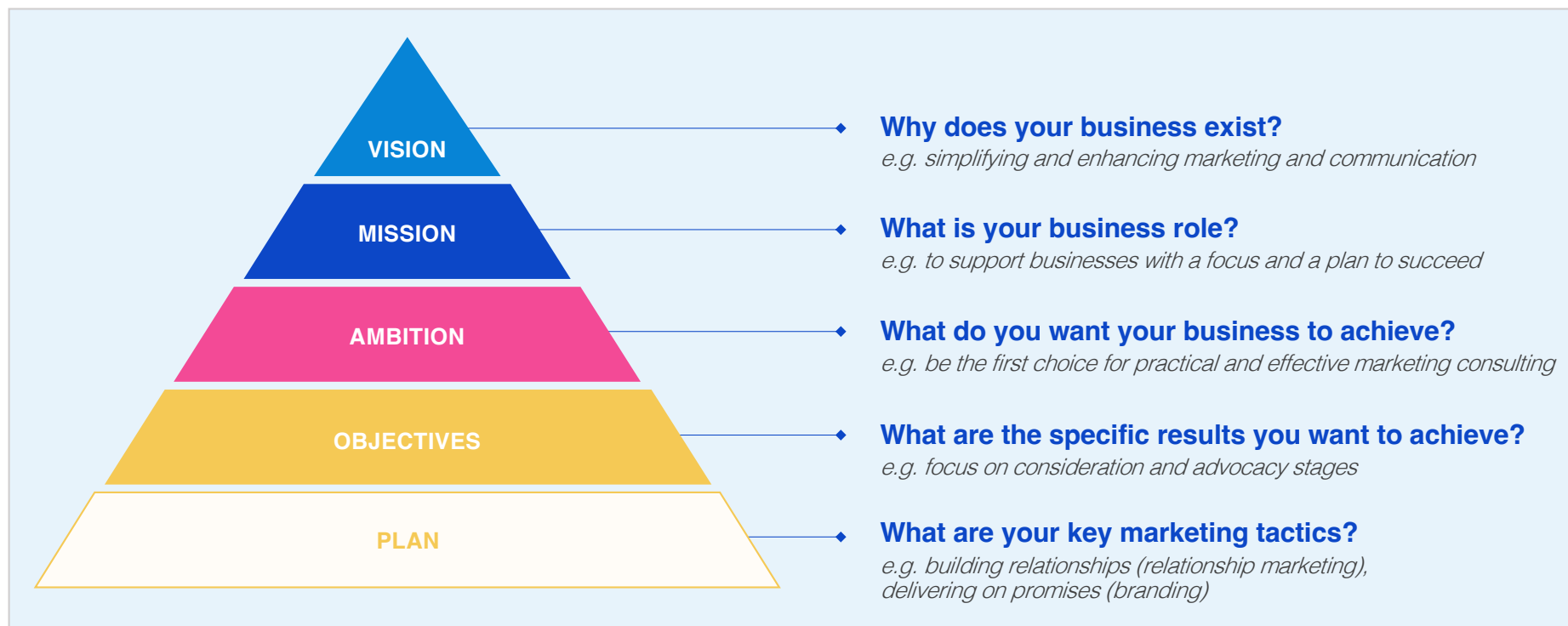
These are **pre-requisite** to ensure your marketing plan is aligned with your business plan and will support the successful delivery of your business mission.





Foundation of an Effective Marketing Plan

Your Business Strategic Intent



Your business strategic intent is designed to provide a **focus for your Marketing Plan** to support your business plan.



What is your Business Strategic Intent?

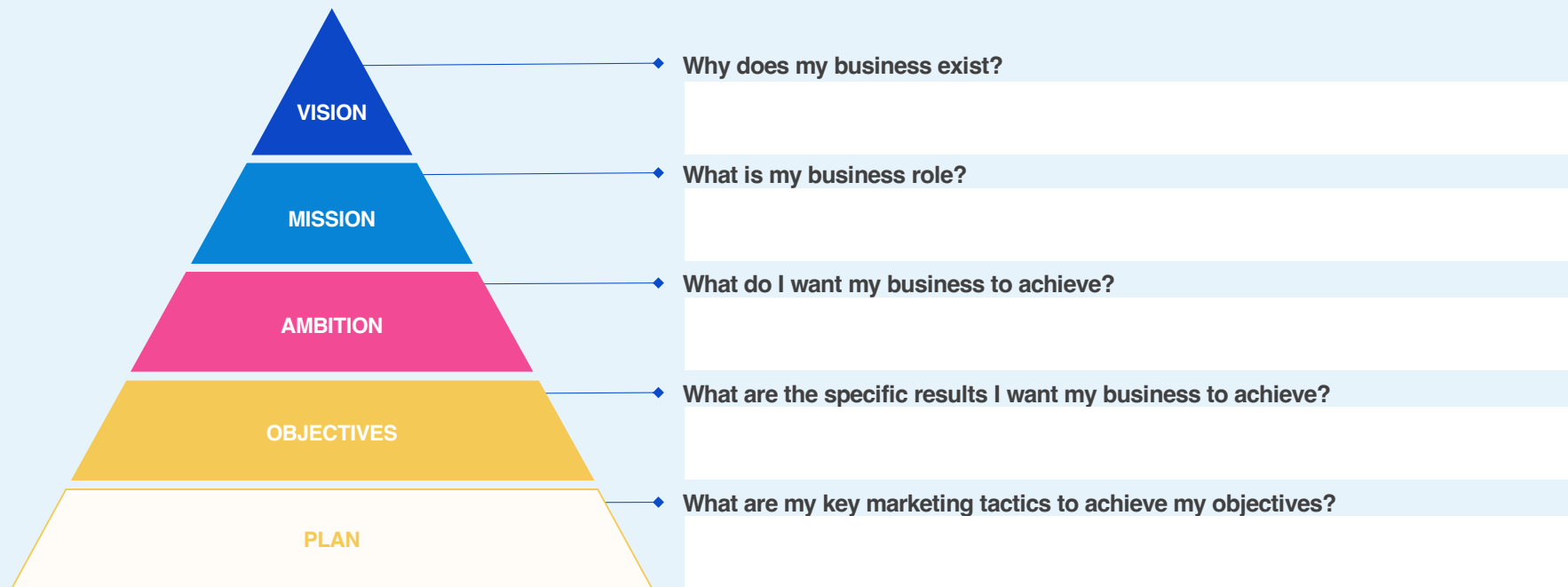
What are your vision, mission and ambition for your business?
How do you see them being supported by your marketing objectives and plan?



Marketing Plan - Foundation



1) Business Strategic Intent



Your business strategic intent is designed to provide a **focus for your Marketing Plan** to support your business plan.



Foundation of an Effective Marketing Plan

Your Target Audience

Your Marketing Plan must define the profile of your **target audience**.

Your target audience includes **all stakeholder groups and market segments** that will be receiving your communication and the particular attributes that will impact your communication.

Attributes to consider include:

- ◆ Stakeholder group / market segment (*i.e. target segment label*)
- ◆ Demographics (*e.g. role, gender, age group, education, income, marital status, ownership, location...*)
- ◆ Drivers and motivations (*i.e. what is their pain point, what problem are you solving for them*)
- ◆ Goals and obstacles (*i.e. what are they aiming to achieve, and what's getting in their way*)
- ◆ Behaviours (*e.g. preferred channels of communication, timing of interaction...*)



Using an **outside-in approach** is recommended for an effective marketing plan.

Foundation of an Effective Marketing Plan

Using an Outside-In Approach



What is an Outside-in approach?

A customer-centric strategy that looks at business from the customer's perspective and focuses on delivering value to the customer.

In this context, it is **letting your target audience guide** your Marketing Plan.

When in doubt... Market research will have the answers! Ask your customers - past, current and prospective.



Target Audience Example

Customer Segments



Target Audience

Market Segment	Drivers and Motivations	Goals and Obstacles	Behaviour
Café / Restaurant Owners Based in Australia	<ul style="list-style-type: none"> Price Quality Variety Reliability 	<p>Goals: Accessibility, competitive price</p> <p>Obstacle: Procurement unable to deliver on price</p>	<ul style="list-style-type: none"> Time poor Customer centric focus Financially savvy Adapt quickly to market demand Direct marketing (email/newsletter, trade show & magazines)
Executive Chefs / Procurement Managers Based on mass market venues	<ul style="list-style-type: none"> Variety Quality Best Menu Sustainable Practices Reliability Relationships 	<p>Goals: Win an award, experience consistency</p> <p>Obstacle: No supply</p>	<ul style="list-style-type: none"> Time poor Competitive Conscious about their status Curated product selection Attends events and read trade show magazines Direct marketing (email/newsletter)
Caterers, QSR and Venue Contractor Based in Australia venues	<ul style="list-style-type: none"> Price Variety Sustainable Practices Quality Reliability 	<p>Goals: Variety of products, competitive price</p> <p>Obstacle: No supply</p>	<ul style="list-style-type: none"> Customer centric focus Care about sustainability
Independent Retailers Independent Fish Shops, Supermarkets	<ul style="list-style-type: none"> Variety Quality Brand Sustainable Practices Reliability Relationships 	<p>Goal: Variety of products</p> <p>Obstacle: No supply</p>	<ul style="list-style-type: none"> Customer centric focus Curated product selection Relationship based Direct marketing (trade shows & magazines)
Distributors Based in Australia	<ul style="list-style-type: none"> Price Variety Quality 	<p>Goal: Competitive price</p> <p>Obstacles: No supply, procurement unable to deliver on price</p>	<ul style="list-style-type: none"> Negotiators Relationship based Competitive Direct marketing (trade shows & magazines)






In confidence

Target Audience Example

Customer Segments



Target Audience Our Personas			
	Businesses		Strategic Partners
Market segment	 Construction, manufacturing, tourism and hospitality	 B Corp certified	 Accounting and consulting firms
Demographics	SMEs with a \$20-\$300M turnover	SMEs with a \$2-\$300M turnover	Any size - Accountants
Drivers & motivations	Report and disclose, state of urgency and future-proofing their business	Certification and climate change enthusiasts	Client retention and added value
Goals & obstacles	Informed, less engaged	Engaged, not informed	Not informed or engaged <i>Need for education, awareness and recognition</i>
Behaviour <i>Where to find these businesses?</i>	Zoominfo	B Corp	Industry bodies, events, trade associations and trade shows

Marketing Foundations



4tomorrow Marketing Strategy – 2024 (in confidence)

12

In confidence



Who is your Target Audience?

What stakeholders' group are you marketing to?
What are their pain points, their drivers and motivations?



Marketing Plan - Foundation



2) Target Audience

Stakeholder Group / Market Segment	Demographics	Drivers and Motivations	Goals and Obstacles	Behaviour
<i>i.e. target segment label</i>	<i>e.g. role, gender, age group, education, income, marital status, ownership, location...</i>	<i>i.e. what is their pain point, what problem are you solving for them</i>	<i>i.e. what are they aiming to achieve, and what's getting in their way</i>	<i>e.g. preferred channels of communication, timing of interaction...</i>



Foundation of an Effective Marketing Plan

Setting your Marketing Goals

Setting strategic marketing goals is critical to:

- ✓ **Guide your actions** towards achieving your business intent
- ✓ **Provide a direction and focus** when developing strategies
- ✓ **Give a sense of purpose** to motivate you and your team
- ✓ **Identify priorities** to determine how to allocate resources
- ✓ **Establish accountabilities** to produce results
- ✓ **Stay aligned** to the business vision and mission

Effective Marketing Goals follow your customer journey:

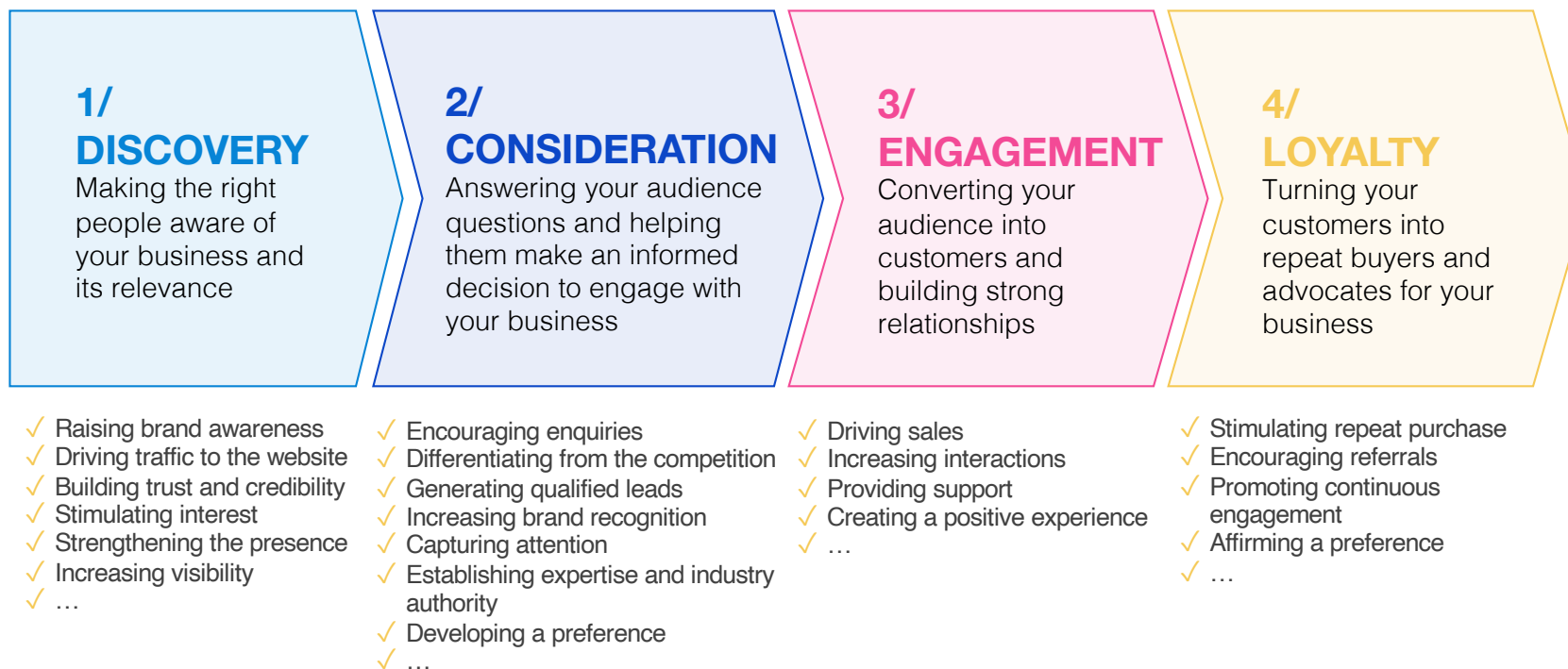
- 1) **Discover**
- 2) **Consideration**
- 3) **Engagement**
- 4) **Loyalty**





Foundation of an Effective Marketing Plan

Following the customer journey to achieve business objectives





What are your top marketing goals?

What do you aim to achieve with your marketing activities that would have a real impact on your business?



Marketing Plan - Foundation



3) Marketing Goals



My marketing goals for the coming period are:

- Raising brand awareness
- Driving traffic to the website
- Building trust and credibility
- Stimulating interest
- Strengthening the presence
- Increasing visibility
- Other:

- Encouraging enquiries
- Differentiating from the competition
- Generating qualified leads
- Increasing brand recognition
- Capturing attention
- Establishing expertise and industry authority
- Developing a preference
- Other:

- Driving sales
- Increasing interactions
- Providing support
- Creating a positive experience
- Other:

- Stimulating repeat purchase
- Encouraging referrals
- Promoting continuous engagement
- Affirming a preference
- Others:



The Truth About Your Marketing Plan

Part 2 – Your Marketing Plan is easy to produce

02

Your Marketing Plan is easy to produce

Follow a defined framework to create a roadmap that will guide your marketing activities and simplify the process of crafting an effective marketing plan for you and your team

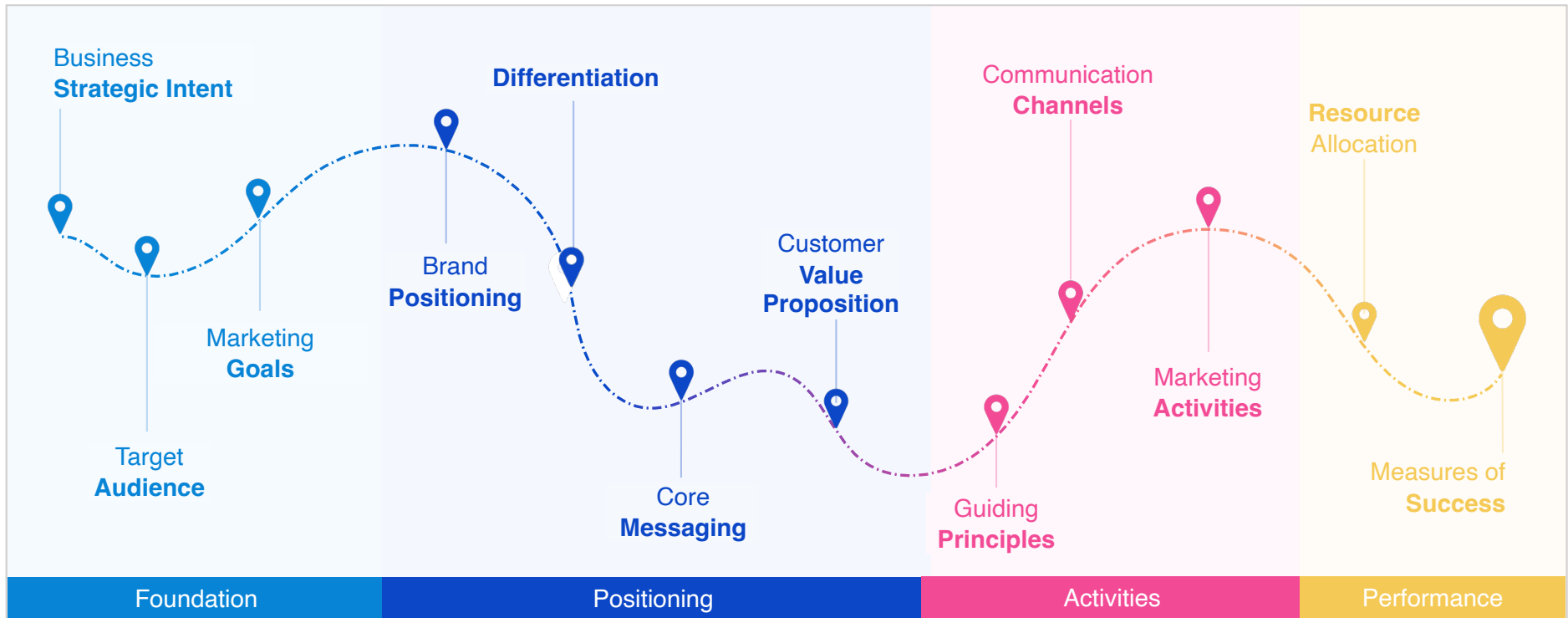
◆ Marketing Roadmap Overview

◆ The Core Elements of a strong Marketing Plan (Roadmap)

- Business Strategic Intent
- Target Audience and Segmentation
- Marketing Goals
- Brand Positioning
- Differentiation
- Core Messaging
- Customer Value Proposition
- Guiding Principles
- Communication Channels
- Marketing Activities
- Resource Allocation
- Measuring Success

Marketing Roadmap

The Core Elements of an Effective Marketing Plan



Your marketing plan is a roadmap that sets the **overall direction** for your business communication to your target audience via relevant communication channels using effective allocation of resources and capabilities.



Brand Positioning

How do you want your brand to be remembered?

Your brand is your **business' identity**.

It is what makes your business, products and services easily identifiable and memorable.

A strong brand positioning based on **core brand attributes** is essential to:

- ✓ **Give a meaning to your brand** by creating and shaping a unique image in the audience's minds.
- ✓ **Define where your business and offerings stand** in relation to other businesses with similar products and services.
- ✓ **Influence consumer** perception of your business and preference for your business and offerings.
- ✓ **Build a memorable identity** in the minds of your target audience.



Differentiation

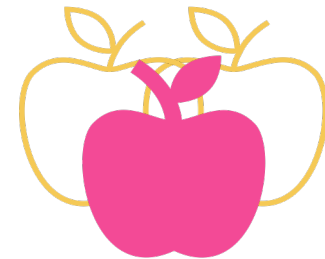
What makes your brand unique?

Differentiation is fundamental to:

- ✓ **Encourage your target audience to choose your brand** over the competition
- ✓ **Identify your unique brand attributes** to drive consumer decision
- ✓ **Ascertain your competitive advantages** to create consumer preference
- ✓ **Make your business stand out** and be the first choice for your target audience

Your points of difference can be used across your communication as part of your core messages and in your customer value proposition.

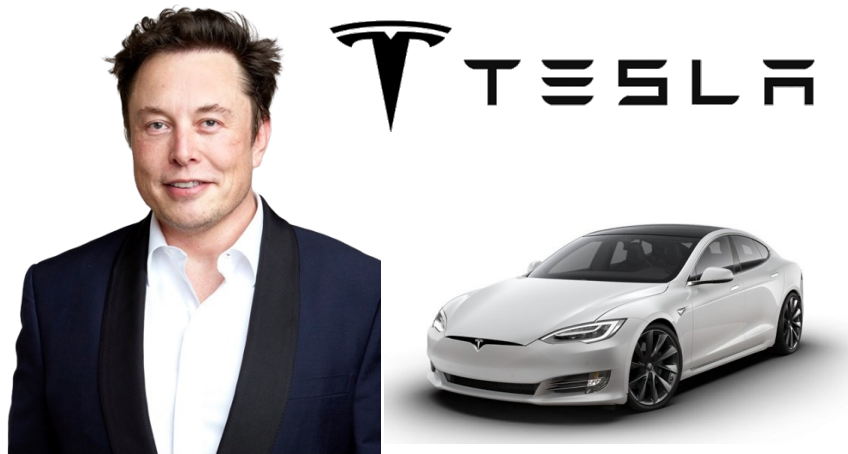
To ensure a true differentiation, identify **3 points of difference!**





Business Positioning Examples

Brand positioning and differentiation



Tesla key points of difference are, their:

- 1) product innovation expertise**
i.e. environmentally friendly, high technology solutions, distinctive and elegant design
- 2) unique marketing strategy**
i.e. referrals, word-of-mouth
- 3) business founder and CEO**
i.e. Elon Musk

These points of difference make Tesla hard to imitate and create a distinctive positioning in the market to achieve the business mission "to accelerate the world's transition to sustainable energy".



Business Positioning Examples

Brand positioning and differentiation



dyson



*Throughout the years, **Dyson** has developed a strong brand by building a unique image as a designer and manufacturer of high-quality household appliances.*

*In the consumers' minds, Dyson is perceived as **premium** household appliances, offering **innovative** products with a **distinctive design** and a premium price.*

Business Positioning Examples

Brand differentiation



Differentiation

Our differentiation is based on **3 core attributes**, which, when combined, **ensure a true difference**

- ✓ Providing **value-driven products**
- ✓ Supported by extensive **experience and knowledge** within our team
- ✓ While leveraging our **connection to KB Seafood**

This aims to create positive brand awareness and recognition.



In confidence



Business Positioning Examples

Brand positioning



BLUE WAVE

A trusted and reliable supply of value-driven seafood for the food service industry, without compromising on quality and variety - led by the team behind KB Seafood.

We are committed to deliver our knowledge and expertise acquired in 100 years, with every order.

This, is our brand promise.

In confidence

BRAND VALUES

PRICE.

Providing accessibility to all, without compromise

PEOPLE.

Championing our 'net'-work, all over the world

PROCESS.

Stringent systems, sustainable practices

Brand Story



Core Messaging

How do you want your brand to be communicated?

Core messages need to be **designed to speak to your audience**, get them excited about your brand and remove all potential obstacles that are in the way.

Defining simple and clear core messages aims to:

- ✓ **Empower your target audience** to explore your solutions
- ✓ **Attract your ideal customer** as you speak to their needs
- ✓ **Deepen your target audience knowledge** of your brand
- ✓ **Develop a relationship** with your ideal customers
- ✓ **Remove all obstacles** to engaging your business

Core messaging types include:

-  **Inform** - *Sharing information about your business, its solutions and benefits*
-  **Educate** - *Providing valuable content to share your expertise and knowledge*
-  **Inspire** - *Stimulating the audience by sharing your values, purpose and successes*
-  **Engage** - *Interacting with the audience and building genuine relationships*
-  **Promote** - *Encouraging the audience to learn more about your business*
-  **Motivate** - *Empowering the audience to act and build advocacy*



Customer Value Proposition

Why should customers buy from you?

The **Customer Value Proposition (CVP)** is a statement that **communicates the value of your solution** to your ideal customers. It is the **promise of the value** that your business will deliver.

The aim of a clear CVP is to **convince your audience** that your particular products or services will add more value or will solve their particular problem better than other similar offers.

Your CVP is the reason why:

- ◆ You exist for your customer
- ◆ Your customer will chose you over your competitors
- ◆ You are charging what you charge

It answers your customer question: ***“Why should I buy from this business?”***

Note, there is a difference between *Business Value Proposition* and *Customer Value Proposition*. The first is general by nature whilst the second is targeted to a specific customer segment.



Customer Value Proposition

Formula

We help

Ideal Customer

with

Their Pressing Problem

succeed by

Results Your Business Delivers

Unlike

Competitor Alternatives

our solution

Main Benefit

as demonstrated by

Evidence You'll Deliver On Your Promise



Business Positioning Examples

Business Value Proposition



Business Value Proposition

We help the food service industry in Australia **to source** quality seafood that is accessible by providing a variety of produce with a commitment to continuous improvement.

Unlike other seafood suppliers in Australia, **our solution** offers value-driven seafood using sustainable practices **as demonstrated by** our sustainable certifications and our - almost 100 years' - experience as KB Seafood.

BLUE WAVE™ 

In confidence



Business Positioning Examples

Core Messages



Core Messaging

Our messaging focuses on **core individual messaging elements** that will be used to develop effective communication to each of the specific audience segments.



Café & Restaurant Owners

Blue Wave takes one thing off your plate: sourcing a reliable supplier for good quality, good value seafood.



Executive Chefs & Procurement

Blue Wave is here to help you create the best menus. Partner with us to procure a large selection of seafood that meets your standards in quality, flavour, origin, consistency, and sustainability.



Caterers, QSR

Blue wave is your go – to supplier of seafood products for seasonal/special events. We share your vision of offering variety without compromise on quality, at competitive prices.



Independent Retailers

Blue Wave surprises and delights your customers with a great selection of quality seafood products, at value prices.



Distributors

Blue Wave enables you to obtain the most competitive pricing for your clients. We can supply & deliver what your current procurement cannot – ensuring the best quality, variety, and pricing available in the market.



In confidence



Business Positioning Examples

CVP and Core Messages



NSW
GOVERNMENT

Nursing and Midwifery



MHPiP PROGRAM VALUE PROPOSITION

We help the NSW Health workforce to learn the fundamentals of mental health care **with** a supportive and engaging program that is reflective and applicable to practice **so they can** enhance their capabilities, advance their career and provide the best care. **Unlike** mandatory and formal programs, MHPiP is designed by NSW MH Clinicians for NSW MH Clinicians, it is flexible and supported by peers and management, **as demonstrated by** our participants' successes and the endorsement of MH Leaders.

Endorsed by MH Leaders – Encouraging Clinicians to Participate in the Program



NURSING/ALLIED HEALTH

CORE PROGRAM ATTRIBUTES

- FREE WORKPLACE TRAINING
- APPLICABLE TO PRACTICE
- LEARNING ABOUT MENTAL HEALTH
- REFLECTIVE AND EXPERIENTIAL LEARNING
- RELEVANT AND HIGH-QUALITY CONTENT
- REPUTABLE TEAM OF EXPERTS
- FLEXIBLE METHOD OF DELIVERY
- SUPPORTED BY PEERS AND MANAGEMENT

Attracting, Engaging, Retaining and Building Advocacy for MHPiP



MH LEADERS

- BETTER PATIENT OUTCOMES
- MORE COMPASSIONATE CARE
- DEVELOPING A SOLUTION-FOCUSED TEAM
- BUILDING ASSURANCE IN NSW HEALTH

In confidence



What is your Business Positioning?

What makes your business special?
Why should your customers buy from you?

4) Brand Positioning – How do I want my brand to be remembered?

What are the core attributes of my brand?

What makes my brand identifiable and memorable?

How does my audience perceive my brand?

If unsure, carry a market research with your target audience.

5) Differentiation – What makes my brand unique?



What makes my business different from the competition?

What are the main benefits of my offer?

What evidence can I provide to my audience that I'll deliver on my promise?

6) Core Messaging – How do I want my brand to be communicated?

What are my core business messages?

My core messages aim to:

- | | | |
|----------------------------------|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Inform | <input type="checkbox"/> Engage | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Educate | <input type="checkbox"/> Promote | <input type="text"/> |
| <input type="checkbox"/> Inspire | <input type="checkbox"/> Motivate | |

7) Customer Value Proposition

Why should customers buy from my business?

Use the CVP Formula to help define your Customer Value Proposition.



Marketing Guiding Principles

What guidelines must your marketing plan align with?

Marketing Guiding Principles are a **set of guidelines** to follow when producing marketing activities to ensure your business achieves its strategic intent.

Your specific Marketing Guiding Principles are informed by what matters most to your business **in alignment with your strategic intent and marketing goals**.

They play a key role in **establishing a business case** for your marketing activities.

Before allocating any resource to a marketing activity, you must ask yourself:

“Does this align with our Marketing Guiding Principles?”



Guiding Principles Examples

Guidelines for your marketing activities



Guiding Principles

When planning and producing any marketing activity, we must always ask ourselves:
"Does this align with our marketing guiding principles?"



Be Informative

We offer high-value content and solutions that attract attention.

4tomorrow stands out. As a carbon management firm, we answer questions and solve problems. We aim to provide our clients and partners with insights and solutions that address their needs and challenges and that help them make informed decisions.

This approach engages our audience and reinforces our role as a trusted leader in carbon management.



Be Intentional

We position ourselves with messages that are clear, simple and resonate with our audiences.

Our approach focuses on delivering concise and targeted messaging that cuts through the noise and addresses the specific needs of our audience.

Our positioning and differentiation are clear making it easy for all stakeholders to communicate and share with others.



Be Engaging

We are unique and memorable and we inspire conversations.

We offer unique experiences and we make people want to talk about us and recommend us.

By consistently being engaging and relevant, we capture attention and build strong connections with our audiences. This approach encourages action and advocacy, driving further visibility and trust for 4tomorrow.

Marketing Activities



Be Sustainable

We are consistent with our brand identity and lead by example in driving sustainable practices across industries.

4tomorrow Marketing Strategy – 2024 (in confidence)

25

In confidence

Communication Channels

How are you going to make contact and connect with your audience?



Choosing the most relevant channels to reach your audience and achieve your marketing goals is about:

- ✓ **Identifying the channels your audience is present on** so you can effectively reach them
- ✓ **Defining the topics of interest** across channels
- ✓ **Creating related content and implementing relevant activities** to appeal to the market

Communication channels include:

- | | | | |
|------------------|-------------|-------------|----------------------|
| ◆ Website | ◆ LinkedIn | ◆ Instagram | ◆ Trade shows |
| ◆ Blog | ◆ Medium | ◆ Facebook | ◆ Trade associations |
| ◆ Search engines | ◆ Behance | ◆ YouTube | ◆ Trade magazine |
| ◆ Emails | ◆ Pinterest | ◆ TikTok | ◆ Radio |
| ◆ Phone | ◆ Forums | ◆ Events | ◆ TV |

Communication channels can be grouped in **marketing pillars** that will simplify the plan. These include:

Branding | Direct Marketing | Digital Marketing | Content Marketing | Internal Marketing





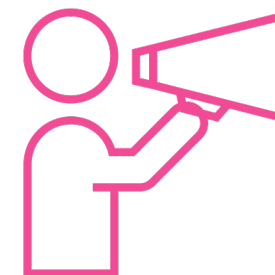
Marketing Activities

How is your marketing communication going to be implemented?

Marketing Activities are defined as **all the actions you will take to achieve your marketing objectives**. They are the communication method. Different types of activities will resonate more depending on the **audience** and **channels** of communication used, as well as depending on the **marketing objectives**.

Digital Marketing Activities include:

- ◆ Web content
- ◆ Promotion pages
- ◆ Lead magnets
- ◆ Blog posts
- ◆ Social media management
- ◆ Email marketing
- ◆ SMS marketing
- ◆ Events
- ◆ SEO
- ◆ SEM (e.g. google ad)
- ◆ Paid Media (e.g. FB ad)
- ◆ Marketing collateral
- ◆ Merchandise
- ◆ Strategic partnerships
- ◆ Telemarketing
- ◆ Customer support
- ◆ Product showcases
- ◆ Referral programs
- ◆ Cross promotion
- ◆ Sponsorship
- ◆ Online reviews
- ◆ PR and media outreach
- ◆ Influencer marketing
- ◆ Remarketing
- ◆ Online Chat
- ◆ ...





What Marketing Activities will you be running?

What guidelines does your marketing activities follow?
Which communication channels and methods will you be using?





8) Marketing Guiding Principles

What are the guidelines that my Marketing activities must follow?

9) Communication Channels

What are the pillars of my marketing plan?

- Brand
- Direct
- Internal
- Digital
- Content
- Other:

What channels is my audience present and active on?

- Websites
- YouTube
- Phone
- Trade associations
- Blogs
- Forums
- Trade shows
- Forums
- Search Engines
- TikTok
- Trade magazines
- Behance
- Emails
- Pinterest
- TV
- Other:
- Facebook
- LinkedIn
- Radio
- Instagram
- Medium
- Events

Which of these channels will I be leveraging in the coming period?

10) marketing Activities

Which marketing activities will my plan focus on?

- Website content
- Strategic partnerships
- Promotion pages
- Telemarketing
- Lead magnets
- Customer support
- Blog posts
- Case studies
- Social media management
- Product showcases
- Email marketing
- Referral programs
- SMS marketing
- Cross promotion
- Events
- Online reviews
- SEO
- PR and media outreach
- SEM (e.g. Google ads)
- Influencer marketing
- Paid media (e.g. Meta ads)
- Remarketing
- Marketing collateral (e.g. brochure)
- Online Chat
- Merchandise
- Sponsorship
- Other:

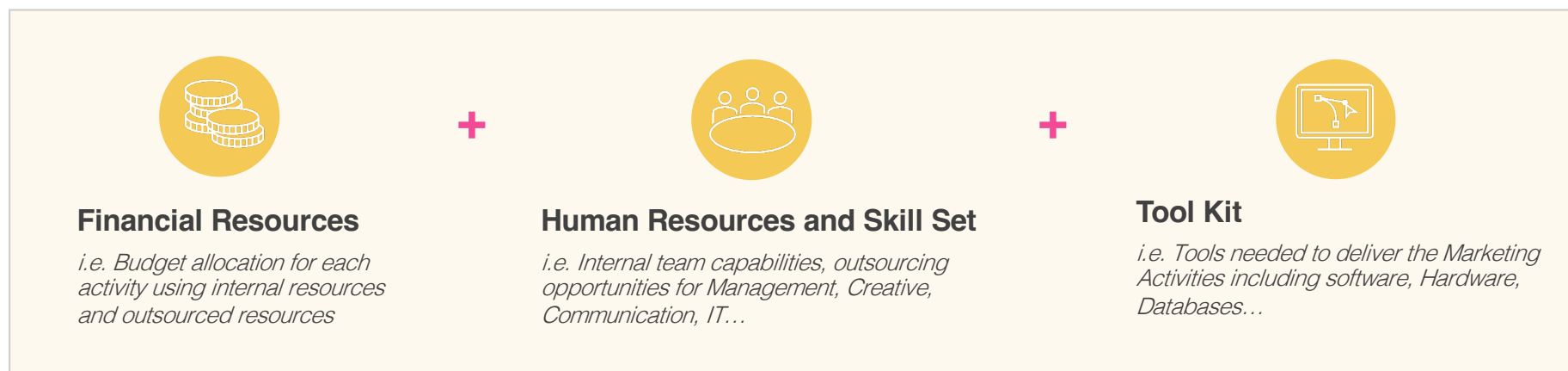


Resource Allocation

What resources and capabilities will you need to implement your plan?

This is about determining what resources and capabilities are needed to **execute the Marketing Plan**.

Resources and capabilities include:



Having clear resource allocation is critical to the success of the plan.

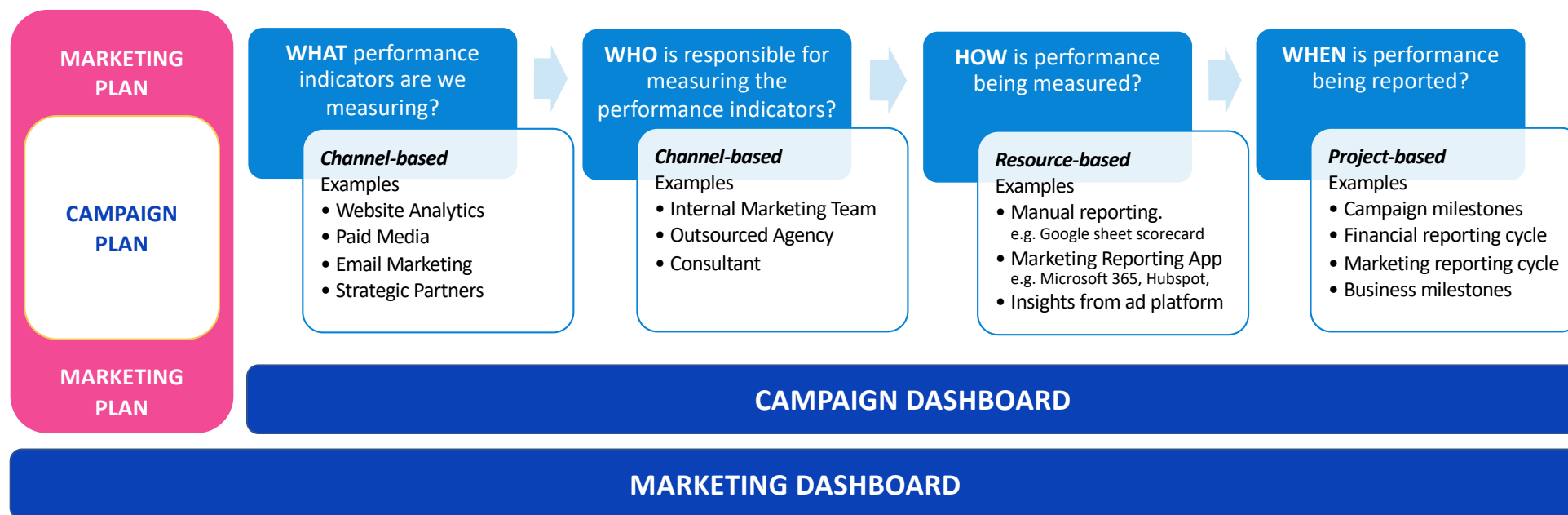
Using the **RACI model** (Responsible / Accountable / Consulted / Informed) is a good way to support the allocation of resources and the implementation of an effective process to measure success.



Measures of Success

What process will you have in place to measure success?

To ensure the successful implementation of your Marketing Plan, it is essential to consistently **measure** the performance of all activities and channels, have clear **accountabilities**, and have effective **systems and tools** to monitor and report performance.





Measures of Success

Examples of KPI and Measurement Tools

Key Performance Indicators (KPI)	Measurement tools
◆ Strength, sentiment, passion and reach of social mentions	Meta Insights, LinkedIn Insights
◆ Brand loyalty and advocacy	NPS survey, Consumer research
◆ Online reviews	Google, Social Media, Forums
◆ Website performance	SEO Software
◆ Keywords performance	Google Analytics, SEO Software
◆ Website traffic and engagement	Google Analytics
◆ Followers and reach of social media channels and posts	Social Media Insights
◆ Customer journey	Stakeholders' engagement
◆ Brand awareness and recognition	Stakeholders' engagement
◆ Online reach	Google Analytics, SEO Software
◆ Email marketing performance	ESP Insights
◆ Sales pipeline health	CRM System dashboard



How will you ensure the success of your marketing plan?

What resources and capabilities will you use?

What process will you follow to ensure success?

What performance indicators will you be monitoring?



11) Resource Allocation



What are the resources I need to execute my marketing Plan?



Financial Resources



Human Resources and Skill Set



Tool Kit

Who will be involved in the successful implementation of the marketing plan?

Marketing Activities	Responsible	Accountable	Consulted	Informed

12) Measures of Success



What process will I follow to measure performance?

WHAT performance indicators are we measuring?	WHO is responsible for measuring the performance indicators?	HOW is performance being measured?	WHEN is performance being reported?



03

Following one step of your Marketing Plan can be a game changer

Identify your game changer and implement your marketing plan a step at a time to have a significant impact on your business

The Truth About Your Marketing Plan

Part 3 – Following one step of your Marketing Plan can be a game changer

- ◆ Using an Agile Methodology
- ◆ Identifying your Game Changer



Using an Agile Methodology

What do you believe is not working with your marketing activities?

What is an Agile Methodology?

A project management approach that is iterative and adaptive, using a division of tasks and frequent review and assessment of tasks to ***adapt plans quickly and easily*** towards achieving a particular objective.

This is important to ensure the business learns, grows, and fails fast!



Identifying your Game Changer

What will have the greatest impact on your business right now?

Your game changer is the **one goal or activity** that would have the most positive impact on your business.

To identify your game changer:

- ◆ Review your performance assessment against the goal you originally set
- ◆ Ask your team and key business stakeholders
- ◆ Ask your customers

Pick one goal or activity to start working towards!

Set a date for completion.

Add what you need to support your game changer.

Manage using an agile methodology.

My Game Changer



What is my game changer? The goal or activity that would have the most positive impact on my business right now.

What actions will I take to achieve my game changer? Marketing activities, staff engagement, capability development, performance management...

MY GAME CHANGER

Due date:



What's Next





What's Next

Producing an Effective Marketing Plan

CREATE YOUR OWN MARKETING PLAN

- ❑ **Set a strong foundation for your plan**
In alignment with your business objectives and target audience
- ❑ **Define a clear positioning**
With strong branding and value proposition
- ❑ **Explore marketing activities and pick your game changer**
Specifically to achieve your goals
- ❑ **Allocate relevant resources and capabilities**
To deliver the activities and manage the plan's performance
- ❑ **Identify the measures of success for your Marketing Plan**
By setting clear KPI, accountabilities and a management process

AND GET YOUR TEAM BEHIND IT!

Marketing Plan - CHECKLIST



My Marketing Plan includes:

- Business Strategic Intent
- Target audience and segments
- Marketing Goals
- Brand Positioning
- Differentiation
- Core Messaging
- Customer Value Proposition
- Guiding Principles
- Communication Channels
- Marketing Activities
- Resource Allocation
- Measures of Success

To achieve my business objectives, my Marketing Plan:

- Is aligned with my business strategic intent, including my vision, mission and ambition.
- Recognises the profile of my stakeholder groups and is designed to meet their needs.
- Has clear and measurable marketing goals that are aligned with the gaps and opportunities in my customer journey.
- Demonstrates a strong brand positioning that makes my business easily identifiable and memorable.
- Identifies 3 key points of difference that make my brand have a true differentiation and competitive advantage.
- Communicates simple and clear core messages that are designed to speak to my ideal customers and relevant stakeholders.
- Answers the question "Why should my ideal customer buy from my business?" with a clear Customer Value Proposition.
- Identifies a set of guidelines to follow when building a business case for running specific marketing activities.
- Focuses on marketing channels that are relevant to my audience and various market segments.
- Provides an overview of the marketing activities required to achieve my marketing objectives.
- Determines the resources and capabilities needed to execute the plan, including financial, human resource and skill set, and tool kit.
- Identifies a management process to monitor the successful implementation of the plan.

The Truth About Your Marketing Plan



01

Your Marketing Plan will help achieve your business objectives

Align your marketing plan objectives and associated activities to your core business objectives and you will get positive results

02

Your Marketing Plan is easy to produce

Follow a defined framework to create a roadmap that will guide your marketing activities and simplify the process of crafting an effective marketing plan for you and your team

03

Following one step of your Marketing Plan can be a game changer

Identify your game changer and implement your marketing plan a step at a time to have a significant impact on your business

Final Truth – You have no excuse not to have an effective marketing plan!

THANK YOU!



Let's Connect!

 [Marion Di Benedetto](#)

 marion@sierramarketing.com.au

If you have any questions,
or need further support for your business, contact us via:

SIERRAMARKETING.COM.AU

