

Marketing Plan - CHECKLIST

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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.