



Crafting an Effective Marketing Plan Worksheet

The Truth About Your Marketing Plan

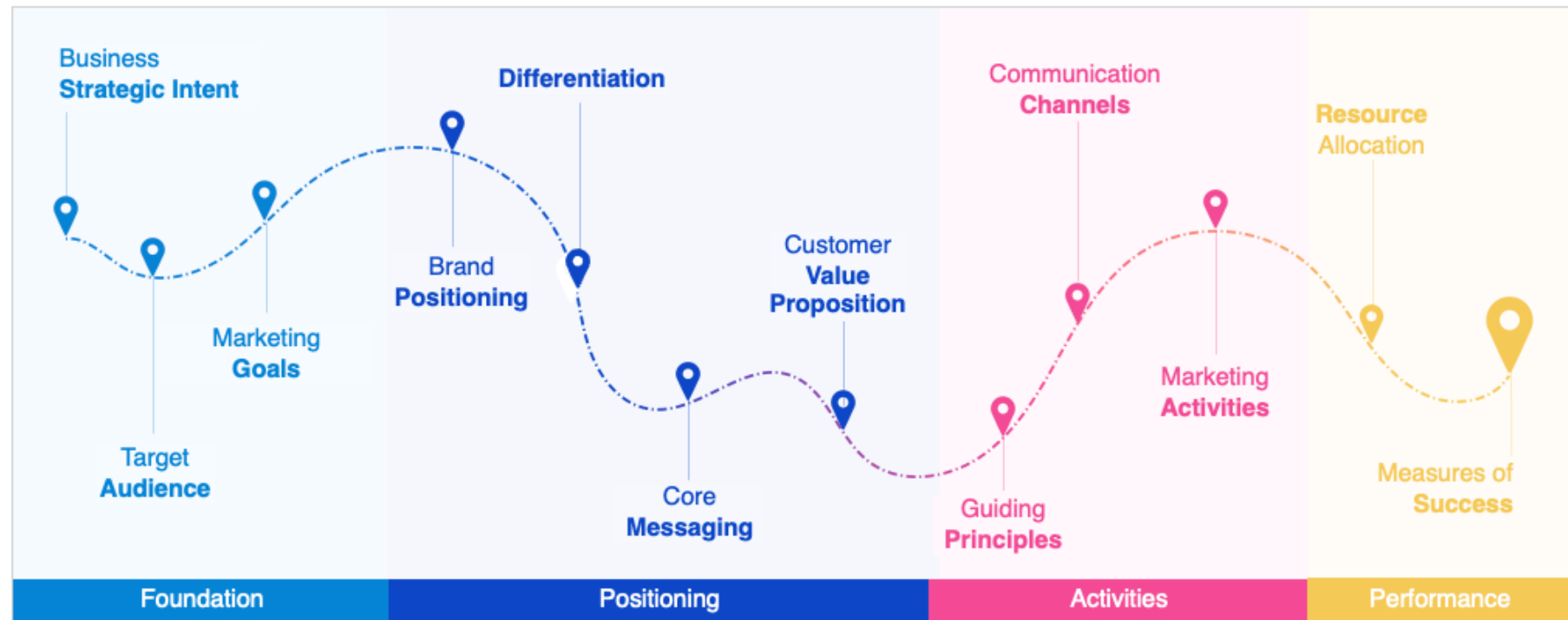
This worksheet is interactive for your convenience. You can fill it in electronically or print it out.

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Marketing Plan Roadmap

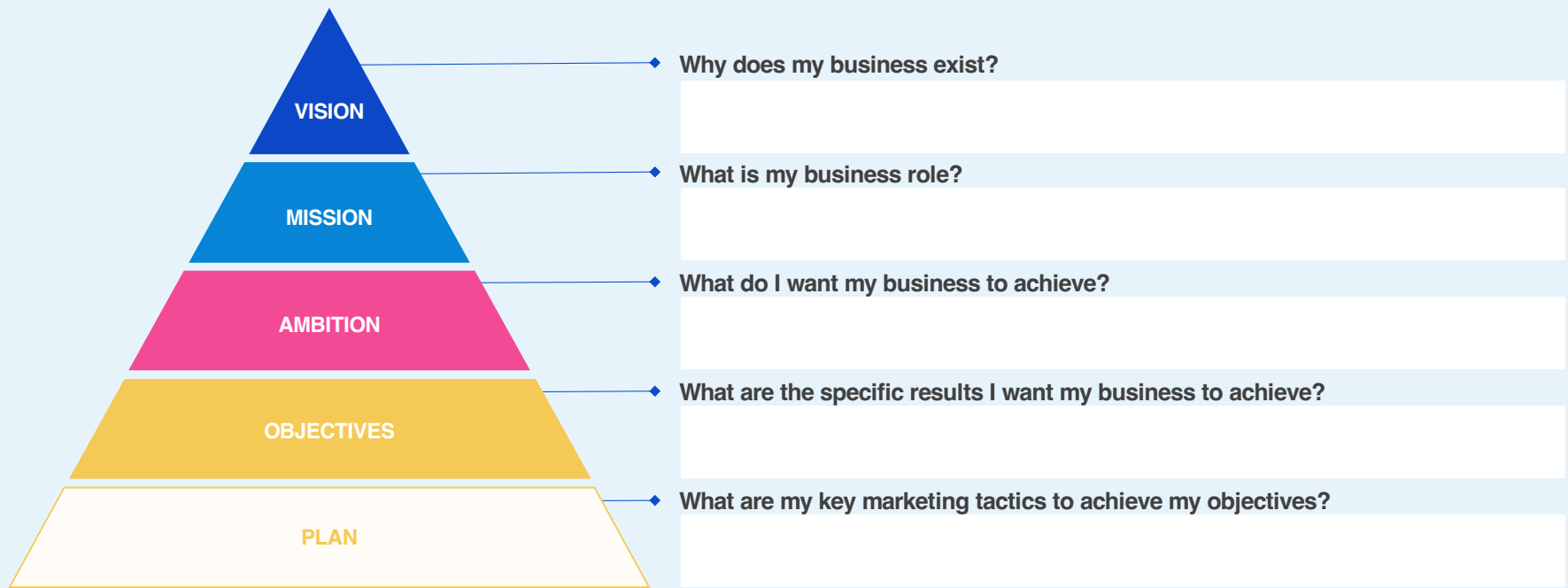
The Core Elements of an Effective Marketing Plan



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.

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.

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>

Your target audience will **guide** your marketing plan.

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:

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.

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

What are my core business messages?

My core messages aim to:

- Inform
- Engage
- Other:
- Educate
- Promote
- Inspire
- Motivate



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?

7) Customer Value Proposition

Why should customers buy from my business?

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



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?

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

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?

My Game Changer

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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:



Let's Connect!

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

SIERRAMARKETING.COM.AU

