

8 steps to Generating Growth

How a good marketing plan can significantly boost sales

8 steps to producing a good Marketing Plan

Developing a marketing plan for your business breaks down into eight simple steps.

- 1. Understand your market and who your competitors are*
- 2. Understand who your customers are and why they buy from you.*
- 3. Pick a sector or niche that you are proficient and recognised in.*
- 4. Develop your messaging so that people know why they should be picking you.*
- 5. Decide what the most effective ways of talking and reaching your clients are.*
- 6. Set stretching but achievable goals for new business sales and retention of existing clients.*
- 7. Calculate a realistic marketing budget.*
- 8. Monitor the marketing plan actions and report back monthly.*

Having an effective marketing plan can see an SME or family owned business really benefiting from increased sales. The clear vision of where the opportunities lie, together with a focus on winning profitable work means that the business should have a good workable marketing plan.

So why do most businesses fail to grasp this golden opportunity? In reality the reasons are three-fold; time, resources and capability.

Making time for the marketing plan

If the business wants to benefit from increased sales then it needs to invest the time in creating a workable marketing plan for the company. This can be particularly difficult if there is no Marketing Director in place.

Creating a marketing plan will take time, and it requires the business to fully understand the market it operates in and where the new growth opportunities lie.

Appointing resources to work on the marketing plan

Once the marketing plan has been produced it needs to have clear actions allocated to individuals. Too often the plan remains as a high-level idea and never enacted; simply left to gather dust.

Making sure that everyone involved is aware of the marketing plan is essential so that each has a clear overview of what is planned. Individuals also need to know what they are expected to do and when they need to do it by.

Having the right capability in the marketing team

When individuals are being allocated actions within the marketing plan, their capability needs to be considered. Do not give unobtainable actions to untrained or inexperienced staff; invest in a team with the right skills and capability who can deliver results.