

Favour  
the brave

Define your marketing  
plan in → 5 easy steps

# 01 → Define your business plan

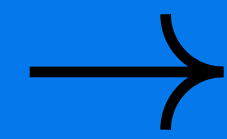
This should be a clear plan that outlines what you want to achieve in the next 3-5 years and how you intend to achieve it.

# 02 → Understand the context

This should include a swot analysis of your market and business and a thorough analysis of your competitor set. But as well as the usual suspects, think about what else you're competing with for your customers' cash.

Once complete, revisit your business plan and see if you need to change anything.

03



# Establish your bullseye audience

It's important to understand who your bullseye customer is - it will help you focus.

This is the type of person who needs your product or service most and is most likely to be won over by your sales pitch.

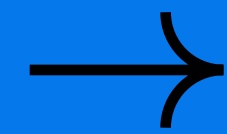
Once you've decided who they are gather as much information about them as you can; needs, motivations, behaviours and where you'll find them.

# 04 → Define your five 'Ps'

When it comes to modern marketing, there are many 'p's'. But the main ones you need to worry about are: product, people, place, price + promotion

- Product: What are you selling?
- People: What is the human element of your business?
- Place: What does your sales funnel look like?
- Price: What will your product cost and how will people pay for it?
- Promotion: How will you promote your product?

# 05



# Pull it all together into a plan

This should be a one page overview of your marketing activity + how it will deliver against your business plan.

We've provided a template for you to complete & some guidance notes on how to complete it....

**Favour  
the brave**

**Brand purpose:** Why does your brand exist?

**Business mission:** What do you want your business to achieve?

	<b>Marketing mission:</b> What is the role marketing will play in helping the brand achieve its goals?
--	--

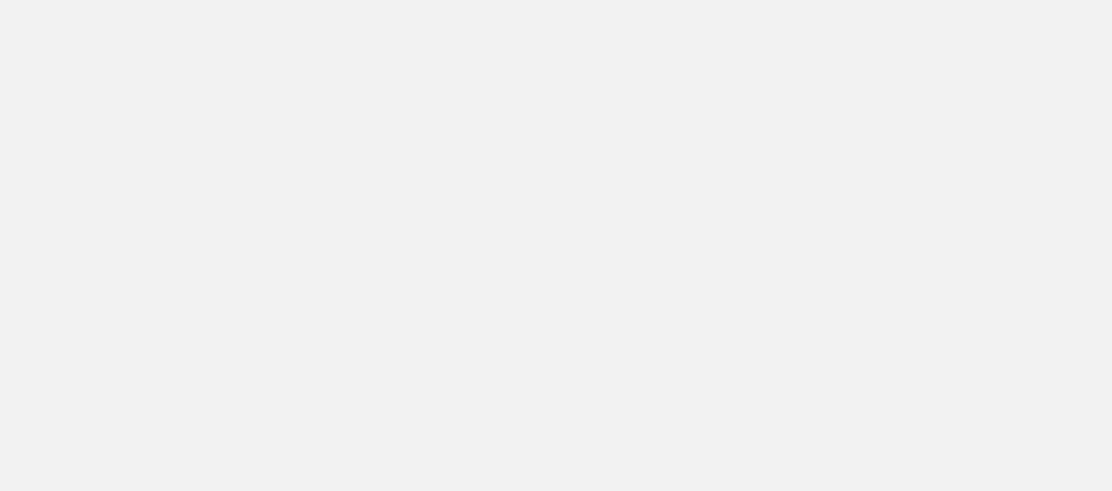
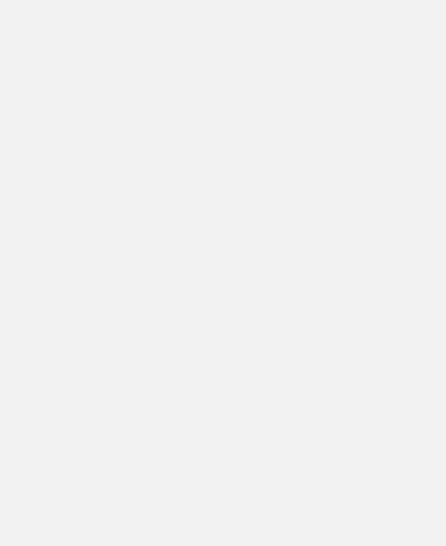
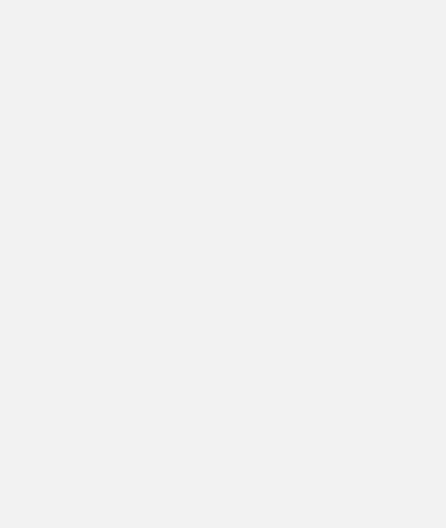
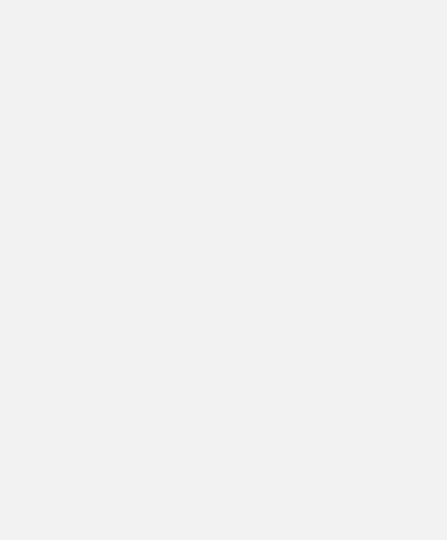
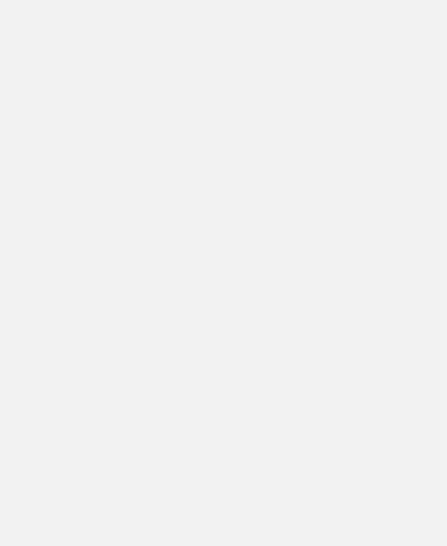
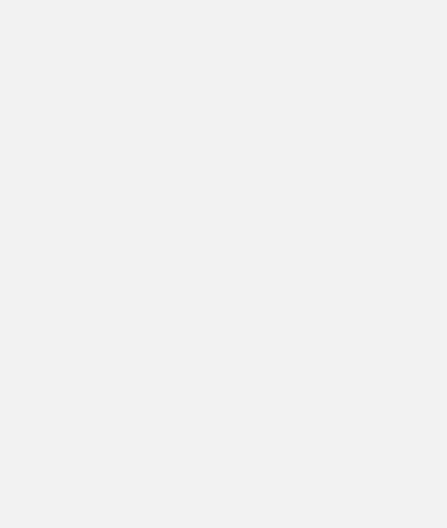
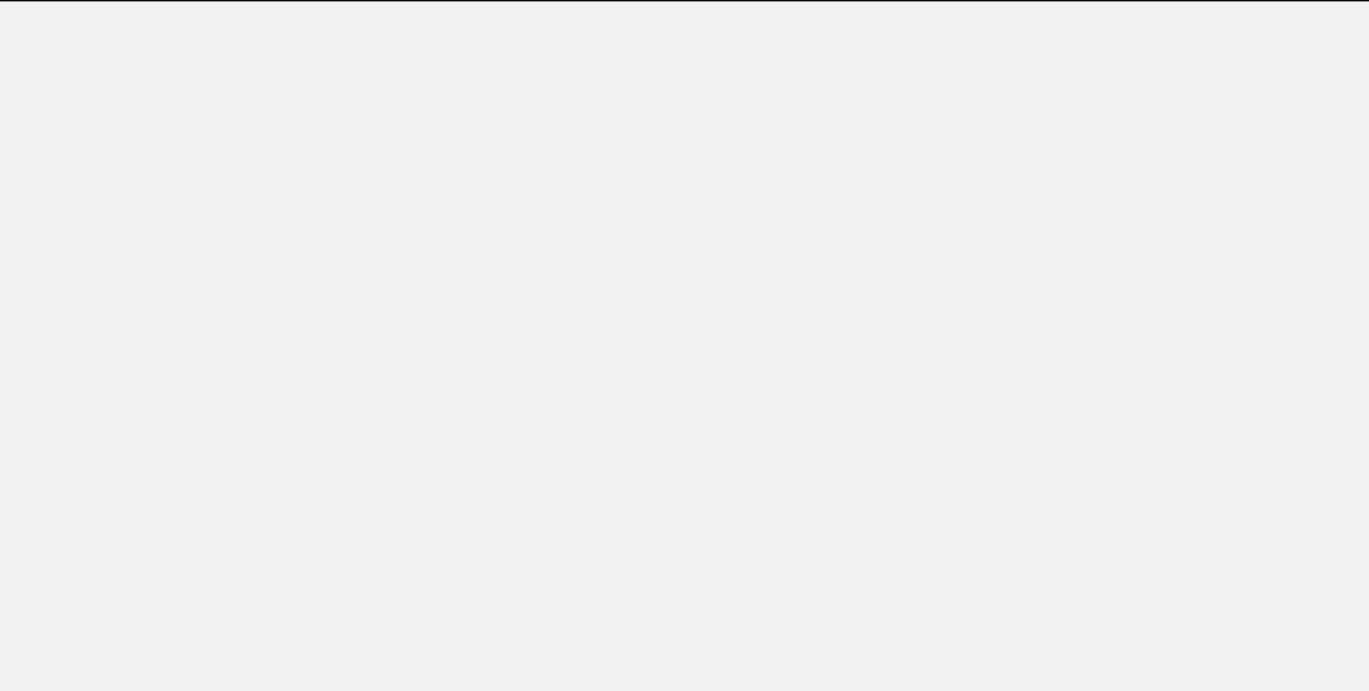
	3-5 Year Marketing Strategies
--	-------------------------------

2024 Marketing Plans
----------------------

Owner

## 2024 KPIs

# **Business Objectives:**

[illegible][illegible][illegible]

Favour  
the brave

Brand purpose: Why does your brand exist?				
Business mission: What do you want your business to achieve?				
	Marketing mission: What is the role marketing will play in helping the brand achieve its goals?			
	3-5 Year Marketing Strategies	2024 Marketing Plans	Owner	2024 KPIs
<div>Business Objectives:</div> <div>What are you trying to achieve as a business in the next 3-5 years? And what are the specific objectives you're trying to meet - e.g:</div> <div>→ Increase market share</div> <div>→ Grow into new markets</div> <div>2024 Business Goals:</div> <div>These should be measurable business targets:</div> <div>→ % increases in sales or market share</div> <div>→ % penetration of new markets or revenue streams</div> <div>→ Shifts in sales mix or customer type</div>	<div>These should be the core marketing strategies for the next 3-5 years. These are the strategic priorities which you believe will help you deliver against your business objectives. They could relate to your brand, product, proposition, or channel mix. Some examples of the sorts of things they could be are provided below...</div>	<div>These are the specific marketing activities you're going to undertake in the next 12 months. From developing an eCRM programme to auditing your SEO performance or recruiting an in-house social media manager. These are clearly defined tasks which ladder back up to your core Marketing Strategies. Completing them will enable you to achieve your strategies and in turn your business objectives.</div> <div>Again, some examples are provided below...</div>	<div>Each marketing plan should have an owner - someone who is responsible and accountable for delivering it.</div>	<div>These should be measurable performance metrics which will help you understand how well you're delivering against your strategies</div>
	<div>Build an exceptional brand experience</div> <div>Refine and articulate our brand narrative to double down on what makes us different, providing clear direction for evolving our brand experience and demonstrating our difference across every customer touchpoint.</div>	<div>→ Work with key stakeholders to define and document our brand narrative to help focus our efforts on what makes makes us different and why</div> <div>→ Develop a differentiating messaging framework- what makes us different and how do we substantiate these claims? This will help us understand how strong our proposition is and where we need to evolve or develop new propositions to drive existing customer loyalty/ value and new customer acquisition</div> <div>→ Audit our current brand experience - where are we strong and where needs more work - this will help inform our messaging framework as well as our proposition roadmap</div> <div>→ Customer Insight - conduct qualitative and quantitative research with existing &amp; potential customers to inform the development of our proposition roadmap</div>		<div>→ Brand awareness</div> <div>→ Brand Equity/Salience</div> <div>→ Brand Consideration</div>
	<div>Put our customers first</div> <div>Prioritise existing customers over new ones. Refocus operations to exceed customer expectations at critical moments of truth. Recognise and reward customers' loyalty to us and restructure our pricing to ensure that wherever possible, existing customers get better value than new customers.</div>			



**Favour  
the brave**



**Want a little help to put your marketing plans together?  
We'd be happy to help, with packages to suit every budget.**

**Just drop us a line  
[hello@favourthebrave.co.uk](mailto:hello@favourthebrave.co.uk)**