

Developing An Effective Marketing Plan

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Is A Marketing Plan Necessary?

Yes! And here's why . . .

With an established marketing plan, you'll have. . .

- **A roadmap** to guide you for the entire year
- **The best media rates** because you've negotiated your entire year at once vs. as needed
- **Established metrics** to track and monitor the success of your efforts



So where do you begin?



Outline of a Basic Marketing Plan

1. Corporate Mission and Vision Statements
2. Situation Analysis
3. Competitive Analysis
4. Marketing Objectives
5. Target Audience(s) Defined
6. Marketing Approach
 - Strategies and Tactics
7. Communications Calendar
8. Measurement Approach
9. Budget



The Most Important Element

What is the most important element of your marketing plan?

- Creating A Budget
- Selecting Advertising Mediums
- Defining The Target Audience
- Analyzing the Competition



The Most Important Element



Defining Your Target Audience!



Section 1. Corporate Mission and Vision

{This section reminds people of the overarching mission and vision for the company which is the basis upon which all decisions and strategies are formed.}



Section 2. Situation Analysis

{This shows your company's scenario today. It is a snapshot of your position in the marketplace. With background on the industry, your primary competitors, recent sales performance, industry observations and forecasts, company position in the market, basic SWOT analysis.}



Section 3. Competitive Analysis

{This is a brief overview of your major competitors; new products or services they've introduced, market position, unique selling position, why have they gained/lost market share, new competitors (traditional and non-traditional), threats, etc.}

Questions To Think About . . .

1. Who are my primary competitors? Secondary?
2. How do they position themselves in the market?
3. What methods do they use to promote themselves?
4. Are they losing or gaining market share?
5. What is their reputation in the market?
6. What differentiates my business from their business?
7. What competitive threats am I facing?



Section 4. Marketing Objectives

{By stating your objectives you are setting a clear and measurable desired outcome. It may be as simple as growing revenue by \$xxxx or xx%. Or it may be to launch several new products and services and achieve xx% market share within the first 12 months. }



Section 5. Target Audience(s)

Everyone has a target audience. Those who say they target EVERYONE are missing the boat!

{There is ALWAYS an ideal group of people who are most likely to buy your product/service. This is where you define them in the way that best identifies their unique characteristics. Start by defining whether you are targeting consumers or businesses. From there you can select the attributes that make them unique (age, location, interests, lifestyle, etc.)}

Example: We are targeting women, age 25-44 who have children under 18 in the household and who have a “green” lifestyle. They are passionate about clean eating and minimizing their carbon footprint.



Section 6. Marketing Approach

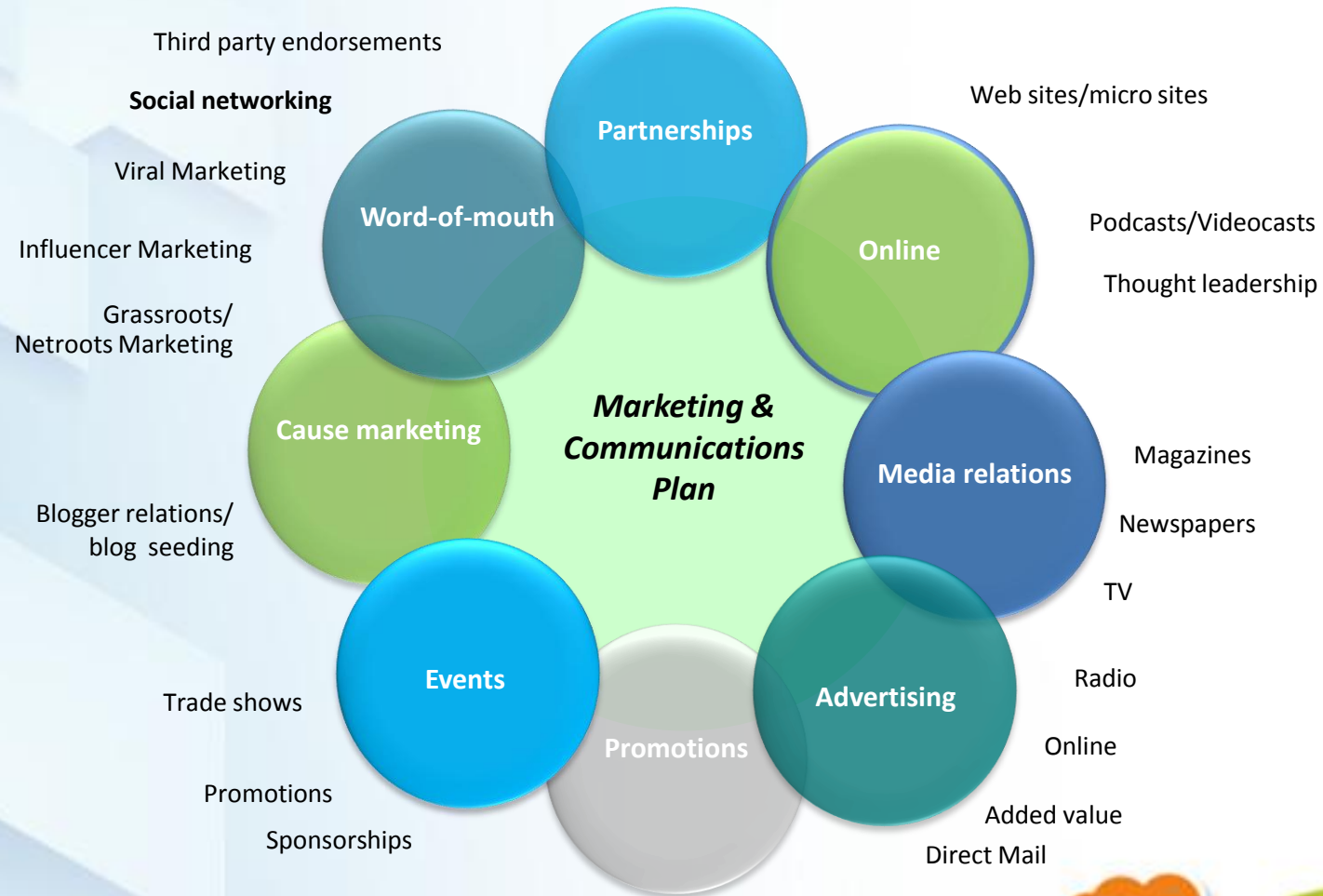
{This is the meat of the plan. After all of your research is completed and your audience is defined, this is where you lay out the major marketing activities that you are planning to reach your audience and get them to ACT!

You'll list each strategy (what you are going to do to accomplish your objectives) followed by the tactics that will be used to execute. As an example:

- * Create a public relations effort to pitch local reporters who work the widget beat
- * Hold an event that shows our widgets in use in an interesting and catchy way
- * Start a hashtag campaign on social media #widgetsarewonderful



Sample Components of a Comprehensive Communications Plan



Section 7. Communications Calendar

{By creating a calendar of all marketing and communication activities, you'll be able to quickly see everything happening at any given time throughout the year. You'll also be able to modify along the way as you redirect your efforts. It can also be easily shared with colleagues, vendors and any other key stakeholders.}



Section 7. Communications Calendar

Marketing Timeline

Marketing Component

Print Media

- Granite Bay Press Tribune
- El Dorado Hills Telegraph
- Placer Herald
- Loomis News
- Lincoln News Messenger
- Auburn Journal
- Appeal Democrat

Direct Marketing

Doorhangers

- Areas TBD

Direct Mail

- 4 County Area (2458 per wk)

Broadcast

Television

- Sacramento and Company

E-Marketing

Website Advertising

- Google Adwords

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2/7							2/14							2/21							2/28						
M	T	W	TH	F	SA	Su	M	T	W	TH	F	SA	Su	M	T	W	TH	F	SA	Su	M	T	W	TH	F	SA	Su



Section 7. Communications Calendar



Section 8. Measurement Approach

{There are many ways to measure the success of your independent marketing efforts. When creating your overall plan, it's important to figure out how you'll be tracking each of the elements included so that you can find those that are working well with your audience and redirect any efforts that don't seem to be resonating as well.}



	Reach	Responses	%	Anticipated	Cost	Cost per	Cost per	Audit	Monthly	Cost per
Advertising Activity	Per Month	to date	Responses	Resp. Rate	to date	Reach	Response	Conversion	Audits	Audit
Direct Mail	148,177	1,116	0.7532%	1.00%	96,169.05	\$ 0.65	\$ 86.17			
Door Hangers	60,000	145	0.2417%	0.2000%	12,346.00	\$ 0.21	\$ 85.14			
Gold Country Media	392,000	78	0.0199%	0.0500%	13,198.00	\$ 0.03	\$ 169.21			
West Sac News Ledger	14,000	2		0.0500%	1,598.61	\$ 0.11				
Davis Enterprise	28,500	7	0.0246%	0.0500%	3,612.06	\$ 0.13	\$ 516.01			
Daily Democrat	25,500	-		0.0500%	2,085.66	\$ 0.08				
Appeal Democrat	351,040	145	0.0413%	0.0500%	11,479.02	\$ 0.03	\$ 79.17			
The Union	96,000	4	0.0042%	0.0500%	2,085.00	\$ 0.02	\$ 521.25			
Napa Valley Register	46,500	12	0.0258%	0.0500%	2,901.00	\$ 0.06	\$ 241.75			
TV10: Sacto & Company	140,000	845	0.6036%	0.2000%	11,200.00	\$ 0.08	\$ 13.25			
Internet Advertising (Google)	646,244	1,025	0.1586%		4,996.27	\$ 0.01	\$ 4.87			
Internet Advertising (Facebook)	24,472,026	3,749	0.0153%		6,474.70	\$ 0.00	\$ 1.73			
Comstocks	112,000	42	0.0375%		6,300.00	\$ 0.06	\$ 150.00			
Web Landing Page - phone calls		821								
Web Landing Page - contact form		1,102								
Vendor Referrals (e.g. Halls)		8								
TV40: Public Relations		141								
KYMX		6			10,080.00		\$ 1,680.00			
KFBK		32			15,580.00		\$ 486.88			
KFBK (Before radio purchase)		8								
KHTK		1								
Bouchard Monthly fees:					48,000.00					
Bouchard PR fees:					9,000.00					
Total Advertising:	26,531,987	4,515	0.0170%		257,105.37	\$ 0.01	\$ 56.94			
Per Month:	3,316,498	564	0.00%		32,138.17	0.01	\$ 14.24			
<i>Note: Responses to date totals do not include Internet Advertising, since we can't count as an official lead</i>										
Cumulative Responses To Date:		4,553								



Section 9. Budget

{Budget is the element that will determine what your overall approach is. As an example, while radio advertising might be great for getting the word out to a wide audience, it may still be cost prohibitive, so the budget will help you solidify the best options based on the funds available.}



General Guidelines Based On Budget

Annual Budget

<=\$10,000

Email Marketing +
 Print Ads
 Flyers/ Inserts
 Trade Shows
 Chamber Ads/Email
 Online Advertising
 Social Media
 Community Involvement
 Community Newspaper
 Google AdWords
 Remarketing

\$25,000

Direct Mail +
 Radio
 Cable TV
 Local Magazine
 Sponsorships
 Special Events

\$50,000

Billboards +
 Movie Theater
 Metro Newspaper
(Sacramento Bee)

\$100k+

Broadcast TV
 Bus Boards

←----- Public Relations -----→



Thank You!

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