

Marketing Plan Level 2

Duration	6 half day (3 hour) Coaching Sessions
Service Description	<p>A Marketing Plan is an extremely useful tool that gives you and your business focus and direction. These coaching sessions will help you produce a complete marketing plan.</p> <p>Understand the situation your business currently operates in, by deciding on your:</p> <ul style="list-style-type: none"> • Strengths • Weaknesses • Opportunities • Threats <p>And, analyse your:</p> <ul style="list-style-type: none"> • Customers • Competitors • Financial situation <p>Set some sensible and practical marketing objectives for your business and decide on an overall strategy for achieving these objectives. Includes:</p> <ul style="list-style-type: none"> • Objectives • Marketing strategy • Target market • Branding and positioning • Points of difference <p>Define the operational details of how you'll get the job done, Including:</p> <ul style="list-style-type: none"> • Set marketing budgets • Learn how to measure and control your marketing • Write your 12 month marketing action schedule
Included Collateral	<ul style="list-style-type: none"> • Marketing Made Easy Workbook

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	<ul style="list-style-type: none"> • Marketing Tactics that Work Workbook
Outcomes	<p>Provided you complete the required homework, by the end of your sessions, you will:</p> <ul style="list-style-type: none"> • Know the market context for your business • Understand the internal and external factors to be considered before making fundamental marketing decisions • Have developed a firm direction for and focus on the marketing you should undertake • Have established who you need to communicate with, when to do it and with what information • Have created a practical marketing action calendar to guide your marketing resources over the next 12 months
Additional Notes	<ul style="list-style-type: none"> • Price includes preparation and meeting follow up • Additional people can be included by arrangement

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