



Marketing Without the Buzz Words! An effective Marketing Plan for Your Business

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“Who needs a marketing plan”? “I don’t have time for a marketing plan”. “I know who my customers are”? Does this sound like you? The fact is, a marketing plan can give your business direction, assist you to use what little money you have in the best possible way and ultimately contribute to an increased bottom line for your business. This workshop is designed to provide a platform from which participants can plan their future business and marketing activities. More importantly, it helps you focus on how to spend your scarce dollars in the most effective manner. The workshop assists participants to look at various parts of their business and the environment in which it operates.

We do not focus on traditional marketing theories, for example ‘The 4 P’s’. It takes a more practical approach. We will work through a marketing plan template adapted especially for small to medium business owners who are ‘time poor’.

The workshop is based the Bronwyn White marketing plan template that can be used and adapted to many businesses. The main topics of this workshop are outlined below. After each topic, participants are given practical exercises that are designed to apply learning, generate group discussion and exchange ideas. It also means that they will walk away with a small but actionable marketing plan.

Marketing Planning Template Guidelines

- Core business – revisiting your core business.
- Business and stakeholder partnerships
- Your operating market overview – macro environment, social and consumer trends.
- Competitor Analysis.
- Your target market/customers – focus on the ones that count.
- SWOT (strengths, weaknesses, opportunities and threats).
- Key issues surrounding your business – positive and negative.
- Market and product development opportunities.
- Positioning and branding your business – what is different about your business?
- Marketing action plan – defining measurable objectives and match with your budget.

Outcomes

- This workshop will give participants a basic but practical introduction to the principles of marketing.
- Participants will realise the importance of marketing planning and insights.
- Participants will take away a practical marketing plan that can be adapted to their business and continue as a work in progress.
- Participants will be given access to various points of resource that can be used in an effective and cost efficient manner.

Speaker notes

- Speaker notes will be supplied for participants

Note

Please be advised that this workshop can be adapted to suit your individual business needs and objectives.