

# How To Create Your Marketing Plan

A Step-By-Step Guide for Small Businesses and Entrepreneurs



Course Book

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# Introduction

In order for you to know where your business needs to go, you need a roadmap. That's why you create a business plan. The same goes for every aspect of your business, including marketing. In fact, having a clear and thorough marketing plan is essential if you want to maximize your marketing efforts and make the most of your precious resources.

Your business's marketing plan is part of your overall business plan. But while the business plan covers every aspect of your business, your marketing plan deals with only marketing.

Your marketing plan includes everything from analyses of your market, your business, and your products, to marketing goals and the strategies that will help you reach those goals.

The key elements of a marketing plan are:

- **Market Analysis** – This is a detailed analysis of your market, your customers, your competitors, and other factors.
- **Marketing Goals** – A definition of your marketing goals and how they tie in to your overall business goals.
- **Marketing Mix** – Your marketing strategy and the tactics you will use to realize your goals in terms of the 4 P's: Product, Price, Place, and Promotion.
- **Marketing Budget** – A budget for your marketing expenses and revenues.



## Learning Objectives:

In this course, you will:

- Identify the benefits of creating a marketing plan for your business
- Conduct the initial market research that will be included in your marketing plan
- Create a company overview that briefly describes what your business is about
- Conduct an analysis of your company's current position in the market
- Define your key marketing goals and make sure they are in line with your business goals
- Decide how you will track whether you are meeting your goals
- Gain an understanding of the 4 P's of a marketing mix
- Identify your own marketing mix and what resources you need in order to implement it
- Draft a prospective marketing budget
- Identify your marketing initiatives and calendar for the next year
- Determine the key tasks you'll need to do to implement your plan
- Identify any next steps needed to complete your marketing plan

By the end of the course, you'll have everything you need to complete your marketing plan and start putting it into action.

This course is broken down into 12 modules to take you step-by-step through creating your marketing plan.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 - Why Do You Need a Marketing Plan?

There are many benefits to creating and maintaining a working marketing plan. Once you have one, you'll wonder how you ever got along without it. Here are a few of the reasons a good marketing plan is so essential.

## Achieving Your Business Goals

A good marketing plan helps you better achieve your business goals. It puts all of the parts together so that you can implement your plan more easily. It ensures that your efforts will be as rewarding as possible and your money spent in the best way possible. A marketing plan puts together and presents all of the important data you need to make decisions regarding your business's marketing, which is the core of any business's success.

## Keeping Up with Changes

If you have a good marketing plan in place, it's easy to alter your marketing strategy and tactics when required. Every market and industry changes, and you may have to tweak your strategy in order to keep up with these changes.

With a solid marketing plan, you can more easily evaluate new opportunities that emerge. A marketing plan allows you to shift your strategy accordingly and stay on track toward your business goals.

## A Rallying Point for Your Business

Like your business plan, a marketing plan keeps everyone on the same page. New employees can use the marketing plan to take in your strategy at a glance. The same goes for new business partners and investors. You can easily see where you've been, where you are now and where you're going.

Your marketing plan also offers a rallying point for those involved, including your employees and investors. A good map inspires the crew of your ship and gives them faith in their captain. They can easily understand what you're trying to achieve and how you're trying to achieve it.

## Opportunities for Reflection

When you get the marketing ideas inside your head onto paper, you have a chance to see them with a fresh perspective. With everything clearly spelled out, you may notice gaps or weaknesses in your plan that you hadn't noticed before.

Your marketing plan gives you a view of the big picture, and thus more control over your business's marketing. It's absolutely essential for any type of business, whether large or small. So, let's get started writing your marketing plan.



**ATTENTION:**

This is only an excerpt from our full course **How To Create Your Marketing Plan**. The full, customizable course contains 10 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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