

MARKETING PLAN STEPS, QUESTIONS & EXAMPLES

STEP 1: SITUATION ANALYSIS

The answers to the following questions will help you to make more informed decisions when completing steps 2-4:

- What was your annual revenue total for 2016?
- How many customers did you serve to generate 2016's revenue?
- What did it cost to generate 2016's revenue?
- How much revenue did you generate in 2017?
- How many customers did you serve to generate 2017's revenue?
- What did it cost to generate 2017's revenue?
- What marketing & advertising channels did you use in 2017?
- How much did you spend on those platforms?
- Where are your customers currently coming from? (What channels are working?)
- What types of customers have been attracted to your product or service?
- What are they looking for? Are they finding it at your business?
- What areas are people really happy with? (Most praise?)
- What areas need the most improvement? (Most complaints?)
- Have you noticed any trends, patterns, or themes throughout the past year?

STEP 2: GOAL & OBJECTIVES, AKA WHAT DO YOU WANT YOUR MARKETING PLAN TO ACHIEVE?

To keep the math simple, let's say you'd like to increase your annual revenue by 10% by the end of next year.

You've discovered through your situational analysis that a typical customer spends \$100, and on average you make 100,000 sales per year, which totals \$10,000,000. This means your 10% increase goal equals an additional \$1,000,000, or \$11,000,000 total in annual revenue.

To accomplish this goal you'll need to decide if you should strive for an:

- Increase in customer quantity (amount of customers)? By how much?
- Increase in customer quality (revenue per purchase or number of purchases per customer)? By how much?

Because an increase in product price would take you out of the running with your competitors and the product you sell will last the typical customer one year, you decide that you can more easily increase

your customer base than increase customer quality, and would therefore need 2,000 more customers to achieve your goal.

Goal: 10% increase in annual revenue (an additional \$1,000,000)

Objective: 10,000 additional customers, purchasing an average of \$100 of product per sale

STEP 3: BUDGET

Most often businesses determine their marketing budget by basing it on a percentage of their actual (or projected) gross revenues. The percentage itself will depend on the company's growth stage: 20%+ of sales required for a brand-spanking-new start-up, and as little as 5% for a well-established brand. We at Evo Strategies find that a 10% budget is a happy medium for most companies but you'll need to determine what number works best for you, considering your profit margins and upcoming expenses.

Using our example described above, 10% of 2017's revenue (\$10,000,000) works out to a budget of \$1,000,000 for the year. This amount should cover the year's "brand development costs" (website, blogs, sales collateral, etc.), as well as the cost of promoting the business (campaigns, advertising, events, etc.).

Because our business example is already an established one, with a fully functional website, online store, and pre-existing sales collateral, the majority of our funds can be allocated toward our 10% growth goal. Setting aside \$100,000 for website maintenance, unknowns, brochures and other collateral not directly related to customer acquisition, we will budget \$900,000 to gain 10,000 new customers in 2018.

STEP 4: TACTICS & MEASURABLES

Make a list of the marketing and advertising channels you've used in the past that you've found to be profitable, or new ones that you'd like to try. Then, outline the resources and budget you'd like to allocate for each program.

Here's a few popular marketing and advertising platforms to get you thinking:

- Print advertising (magazines, newspapers, circulars)
- Digital advertising (landing pages, banner ads, affiliate blogs, remarketing)
- Social media sponsored posts and/or paid advertising (Facebook, Instagram)
- Paid search text or display advertising (Google AdWords, Bing, Yelp)
- Content advertising (e-mail campaigns, blogs, vlogs, social media, Wikipedia)
- Direct mail (postcards, flyers, door hangers)
- Traditional or digital television advertising

- Tradition or digital radio and podcast advertising
- Outdoor advertising (billboard, bus, bus stop, bench, airport, stadiums)
- Apparel (shirts, jackets, hats, buttons, cups, bags)
- Events & tradeshow booths
- Other (brochures, media kits, product photography, investor presentations, etc.)

Remember: Each channel will have a unique metric. For example, with pay-per-click, you have the option to look at a variety of data sets including: cost-per-action, conversions, conversion rate and time on site, as well as cost-per-click, average position, and leads by device type or CPA by device type. You will need to determine what information helps you to best determine if you are moving toward your goal—for each platform.

Once each item has been identified and outlined, total each item's projected cost to ensure you are not exceeding the total annual budget you had determined in step three. If the total exceeds the funds available, revise each item until an affordable sum has been achieved.

STEP 5: WRITE IT DOWN

Compile all of the information you've gathered by following steps 1-4 into the one-page marketing plan template available for download [here](#).

IS BASIC TOO BASIC?

While we've given you the tools to create a basic marketing plan, your business might benefit from more comprehensive plan that takes into account your brand's specific target markets, unique budget and cost-per-acquisition, and messaging strategy, and offers an extensive list of recommended platforms and publications.

Set up a no-obligation discovery meeting to find out by contacting Stephen@evoinc.com or (800) 390-5794.