

 **The Marketing Plan**  
*Seven Steps to Create Your Marketing Plan*

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 **Marketing Plan**

- Seven Steps to creating a Personalized Marketing Plan that works for your Business.
  - Random Marketing is a waste of your dollars – so get organized NOW!

**What we will Cover**

- Review the Marketing Planning Process
- Sample Marketing Plan
- Seven Steps for you to follow
- Questions and Answers

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 **Typical Marketing**

- Follow the Deals
  - What is on sale today?
    - Newspaper Ads – Calendars – Radio Spots
- Follow the Fads
  - What is everyone else doing?
- Need a BIG Idea
  - Hire an Ad Company
  - Get a Super Bowl Commercial

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 **Managing Your Marketing**

**1. Analysis & Research**  
2. Planning  
3. Implementation  
4. Control

- Marketing Environment
- Market Segmentation
- Target Market – needs & Wants / Demand
- Finding opportunities
- Avoiding threats
- Understanding strengths
- Analyzing weaknesses

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 **Managing Your Marketing**

1. Analysis & Research  
**2. Planning**  
3. Implementation  
4. Control

- Marketing plans include:
  - Executive summary
  - Analysis of current situation
  - SWOT
  - Objectives
  - Targets and positioning
  - Marketing mix
  - Strategies
  - Budget
  - Controls

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 **Managing Your Marketing**

1. Analysis & Research  
2. Planning  
**3. Implementation**  
4. Control

- Effective implementation is a challenge
- Marketing department organization
- Track and Record

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  **Managing Your Marketing**

1. *Analysis & Research*  
2. *Planning*  
3. *Implementation*  
4. **Controls**

- Evaluating results
- Scheduling
- Keep marketing strategies on track
- Taking corrective action
- Checks for differences between goals and performance
- Operating control, strategic control, marketing audit
- Forecasts
- Metrics = What you measure
- Budgets
- Testing and Tracking

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  **Marketing Plan**

- Written description of your overall marketing strategy along with supporting documentation
- No Single perfect format
- Needs to contain key elements
- Comprehensive yet succinct

**Start with some KEY STEPS!!**

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  **Purpose of Marketing Plan**

- Improvement in Sales
- Improve Customer Relations
- Develop, Evaluate and Track Strategies
- Keep company on track
- Plan ahead
- Save money
- Communication between departments and key people
- Continuity
  - Between people, ideas and campaigns

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  **Bob's Bike Barn**

- Olds, Alberta – 8500 Population
  - 20,000 surrounding area
- Ag Based Community + College Town
- Biking more Environmentally friendly
- Biking for 8 months of year
- High price of fuel
- Economy – emerging out of recession
- Town provides bike paths
- Biking looked as favourable by average person
- Helmets the norm
- Mountain bikes most common
- Specific High Priced models for unique needs
- Wal-Mart and Canadian Tire sell bikes




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  **Bob's Bike Barn**

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• 15 Years in Business</li> <li>• Ride Bike Myself &amp; Staff all ride bikes</li> <li>• Products – Large Variety – Higher Quality</li> <li>• Service and Repairs</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>• Higher Costs</li> <li>• Less Hours</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Increase Service Income</li> <li>• Branch into other Niche Markets (Skateboard, Snowboards)</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Higher Quality at Competition</li> <li>• Other Sports Stores bring in Bikes</li> <li>• Increasing Costs</li> </ul>

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  **Bob's Bike Barn**

- Target Market
  - 20 – 40 Male – Urban – professional
    - Active in sports and fitness
    - Environmentally Conscious
    - Value advice and service
  - 13 – 18 Male – BMX rider
    - Trend follower
    - Niche sports
    - Parents upper income
    - Value knowledge and youth in sales people




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  **Bob's Bike Barn**

- Product
  - High Quality – Variety – Niche Styles
  - Warranty
- Place
  - Test Rides
- Price
  - Focus on Lifetime Value
  - Spring and Fall Sales
- Promotions
  - Customer Focused Strategies



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  **Bob's Bike Barn**

**The MESSAGE**

*“The Bike Experts provide Quality Bikes for the Active Lifestyle”*

*“Radical Bikes for Radical Tricks”*

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  **Bob's Bike Barn**

- Marketing Strategies – Target Market 1
  - Radio Advertisement
  - Direct Mail
  - Detailed CRM tools
  - Twitter
  - Referral Campaign
  - Official Store Website with products and info.

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  **Bob's Bike Barn**

- Marketing Strategies – Target Market 2
  - Facebook Ads + Fan Page
  - Posters around Town
  - Celebrity Event / Demonstrations
  - Hire young + Knowledgeable Salesperson (female - ??)
  - Store T-Shirts – Loss Leader
  - Blog

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  **Bob's Bike Barn**

- Tracking via CRM system
- Online / Web Stats
- Track Referrals
- Unique identifier on Direct mail items
- Count people and sales at Events
- Informal in-store surveys

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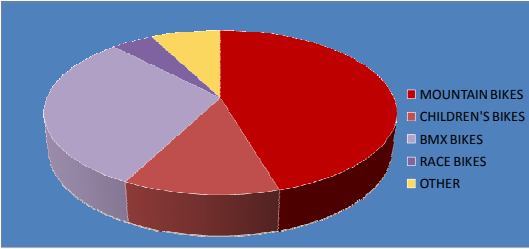
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  **Sales by Product Type – Sample**



Product Type	Color
MOUNTAIN BIKES	Red
CHILDREN'S BIKES	Orange
BMX BIKES	Purple
RACE BIKES	Light Blue
OTHER	Yellow

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  **Summary  
Bob's Bike Barn**

- Basic Marketing information
  - Keeps Bob organized
  - Communicates to staff
  - Bob knows what works and what doesn't
  - Continuity for his marketing strategies
  - Increases his sales!!

*Do you have this information for your business?*

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  **Marketing Plan**

What we covered

- Review the Marketing Planning Process
- Sample Marketing Plan

**NEXT**

- Seven Steps to creating a Personalized Marketing Plan that works for your Business.

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  **Step 1  
Know your  
Marketing Environment**

- Micro-Environment
  - Suppliers
  - Competition
  - Publics
- Macro-Environment
  - Technology
  - Economy
  - Environmental Factors
  - Demographics and Culture

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 **Step 2**  
**Know your Company → SWOT**

- Strengths / Weakness – Internal
  - History
  - Employees
  - Product and Services offerings
- Opportunity / Threats – External
  - New competition
  - New products
  - Niche areas

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 **Step 3**  
**Know your Customer → In Detail**

- Primary Target Market
  - Demographics
    - How are they changing
  - Psychographics
    - How they think and react
  - Behavioural
    - How they act
    - Buying Behaviours
    - Purchasing habits

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 **Step 4**  
**Control the 4 P's**

- Place = Convenience for Customer
- Products = Customer Solution
  - What are they really wanting
- Price = Value for customer
  - What you can offer – Price Strategies
- Promotion
  - What promotions work for you and your customers

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**Step 5**  
**Define the Message**

- Key Message
- Related to your **Market/Product Positioning**
  - How you are viewed in the mind of your customer  
– **CRITICAL**
- Consistent Message in all Strategies
- Big Idea / Creative Concept
  - Needs to relate to the product
- Memorable
  - Meaningful / Believable / Distinctive

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**Step 6**  
**Create Effective Marketing Strategies**

- Always look and examine new marketing strategies
- Keep what works – discard what does not
- If you do not know – do not spend money a second time
- Relate to your Target Market
  - Then to your company and product
  - To your Resources (Staff, Talents, etc.)
- Remember Existing Clients!!

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**Step 7**  
**Track your Marketing Efforts**

- Know what you did before
- Know your results
- Find a way to track and measure your marketing
- Online – Everything can be tracked
- Coupons work in print
- Contests and phone in works on TV and Radio
- Survey can work – not as hard as you think
- Find what works for you

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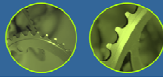
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**Seven Steps Summary**

1. Know your Marketing Environment
2. Know your Company – SWOT
3. Know your Customer – In Detail
4. Control the Four P's
5. Define the Message
6. Create Effective Strategies
7. Track your Marketing Efforts

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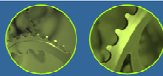
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**Next . . .**

- Questions
- Discussion

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