

Part 3: PUTTING YOUR MARKETING PLAN ON PAPER

In Parts 1 and 2 you looked at evaluating your position in order to set some marketing goals, how to measure them, how to identify a target market and how to reach them with an appropriate marketing strategy.

You now need to document your plan.

- Type it up or have it typed up and kept in an appropriate folder;
- Keep it simple, explain each section so that it is understood by everyone in the business or group;
- Ensure everyone who needs to know about the marketing plan has a copy of it;
- Use it to direct your activities;
- Monitor and adjust it accordingly so that you see the results you are after!

Marketing plan document checklist:

- Start with a cover page
- Put in a contents page with appropriate references to each section and page numbers
- Executive summary or overview - sum up the key points of your marketing plan in one page
- Business or group overview - structure, operations, human and financial resources & capabilities
- Business or group objectives – inc. mission statement, objectives, goals – are they measurable?
- Situation analysis - What environment are you operating in? Use your research on the internal environment (SWOTIN, facilities audit), external environment (PEST and competition). What does it mean?
- Marketing objectives - include objectives and goals – make sure they are measurable!
- Target markets – Which markets most important to you? What are their characteristics?
- Marketing strategies – Outline your marketing strategies in relation to the target markets you have selected
- Action plans – Table forms are easier to follow and should have sections titled: Objective - Action – Targets (goals/dates) - Who is responsible – Budgets required – Monitoring
- Conclusion – sum up key information from the plan and outline any areas that may require more research or development, or other stages you will develop in the roll out of your marketing strategy
- Appendices – the bulk of your research, analysis results, survey results etc. should sit here – just make appropriate references in the body of the document to the information you pull from the documents in the appendices eg. (For full results see Appendix 1).

Use your imagination and creativity in putting together a marketing plan! After all you are working in the arts! Use tables, charts, graphs, diagrams and the like to clarify information or simplify concepts. Ask others if you are not sure how clearly you are explaining information.

Make it a document you want to use – full of useful information and clear direction. Time and effort spent on putting a marketing plan together now puts you or your group in a strong position to capitalise on a huge range of opportunities.

For more information on how to develop a marketing plan refer to the fact sheets on *Laying the foundations of your marketing plan* and *Target markets and how to reach them* located at oranaarts.com under Resources. A range of media fact sheets are also available.

This material was developed by Ochre Communications, PO Box 933, Dubbo NSW 2830
phone: 02 6887 9262 mobile: 0419 439 923 email: kvgoldsmith@bigpond.com