

DEVELOPING A MARKETING PLAN

SEMINAR SERIES

ABOUT THIS HANDOUT

This handout is from our “Developing a Marketing Plan” seminar originally held in 2005. An online on demand version of the course is coming soon.

For more tips on developing a custom marketing plan for your business and managing your business effectively, follow our newsletter and weekly podcast.

ABOUT LEGACY MARKETING

At **Legacy Marketing Services**, we believe that each service you provide and each product you sell should create a **legacy** of repeat customers and referrals. We can develop a series of systems and a marketing plan and presence that will help you do just that.

If you are busy with your current business and would like to take it to the next level, we can develop a marketing strategy to attract new customers and increase customer loyalty using the most cost effective methods possible.

In order to maintain and grow a thriving business, marketing needs to be a constant focus in your business.

The key to having a successful marketing plan is not to have the biggest budget, flashiest ad, or an unforgettable tagline, it is being consistent.

And the key to being consistent is to have a **plan** and to **plan** for success. List what you are going to do and have it prepared.

Keep in mind for most businesses and most types of marketing, there will be a lag time between your marketing efforts and when it results in business. It is important to track how you acquire your business so that you can determine what is most effective for you.

Also remember to include your business's most valuable asset in your marketing plan, your current satisfied customers.

Don't let neglect lose the business that you worked so hard to achieve.

Wishing you a prosperous 2019!

Carla Alvarez

2018 MARKETING

Campaign/Strategy #1

Campaign/Strategy #2

Campaign/Strategy #3

Campaign/Strategy #4

Campaign/Strategy #5

What Worked Well

What Didn't Work

Best Source of New Business

Best Source of Repeat Business

LOOKING FORWARD

At the end of 2019 would like my business to be . . .

This will enable me to

Goal #1: _____

2018 Actual: _____ 2019 Goal: _____

Goal #2: _____

2018 Actual: _____ 2019 Goal: _____

Goal #3: _____

2018 Actual: _____ 2019 Goal: _____

Goal #5: _____

2018 Actual: _____ 2019 Goal: _____

Goal #6: _____

2018 Actual: _____ 2019 Goal: _____

2019 OVERVIEW

January	February	March
April	May	June
July	August	September
October	November	December

Busy Times _____

Slow Times _____

2019 CAMPAIGNS & STRATEGIES

Campaign/Strategy #

Description:	
Frequency/Timing:	
Component Description	Cost

	Total Cost: _____

Campaign/Strategy #

Description:	
Frequency/Timing:	
Component Description	Cost

	Total Cost: _____

2019 BUDGET

Campaigns:

Description	Total
_____	_____
_____	_____
_____	_____
Total	_____

Internet:

Description	Total
_____	_____
_____	_____
_____	_____
Total	_____

Advertising

Description	Total
_____	_____
_____	_____
_____	_____
Total	_____

Donations

Description	Total
_____	_____
_____	_____
_____	_____
Total	_____

Marketing Collateral:

Description	Total
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total	_____

Misc:

Description	Total
_____	_____
_____	_____
_____	_____
_____	_____
Total	_____
Total for Year	_____

MARKETING IDEAS

1. Ask for Referrals
2. Banners
3. Billboards
4. Building Signage
5. Bumper Stickers
6. Business Blog
7. Business Cards
8. Brochures
9. Celebrate Milestones
10. Client Appreciation Gifts
11. Customer Appreciation Party
12. Client Testimonials
13. Community Events
14. CoMarketing
15. Coupons
16. Create a Company Award
17. Customer Loyalty Program
18. Customer Newsletter
19. Direct Mail
20. Distribute Information CD's
21. Email Newsletters/Updates
22. Email Signature
23. Event Sponsorships
24. Flyers
25. Frequent Buyer Cards
26. Gift with Purchase
27. Google/Yahoo Sponsored Search
28. Guest Column in Newspaper, Trade Journal or Ezine
29. Informational Articles
30. Internet Directories
31. Internet Banner Advertisement
32. Invoices—Include promotional item
33. Letter to the Editor
34. Magazine Advertisement
35. Magnetic Car Signs
36. Magnets
37. Movie Theater Advertising
38. Name Tags
39. Networking Meetings
40. New Customer Package
41. Newspaper Ads
42. Open House
43. Organization Sponsorships
44. Press Releases
45. Promotional Items
46. Purchase with Purchase
47. Radio
48. Raffle Item Donations
49. Referral Program
50. Reminder Cards
51. RSS Feeds
52. Seminars
53. Service Directories
54. Speaker at organization meetings
55. Sponsor a Contest
56. Start a TV or Radio Program
57. Team Sponsorships
58. Thank You Cards
59. Trade Shows
60. TV
61. Voice Mail Messages
62. Web Site
63. Yellow Pages