

[Company name]

Marketing Plan

Date:

1. Marketing Plan

1.1 Marketing

Target market – Recruitment of New Clients

Who is your target market? How does your target market compare to your current customer base? Have you researched either of them?

Profile	Ideal target market	Current customers
What’s their gender		
What’s their age?		
Where do they live?		
What sort of work do they do?		
How do they spend their spare time?		
What are their values?		
What are their needs?		
Why would they choose your product/service?		

Competitors

	[Business Name]	[Competitor Name]	[Competitor Name]	[Competitor Name]
Products				
Price				
Market share				
In business since				
Business structure				
Target customers				
Positioning in the market				
Point of differentiation				
Strengths				
Weaknesses				

Marketing and promotion

*How do you promote your business? How do you get your customer to buy from you?
Complete the following tables for recent and planned activity (change/delete as required).*

Recent activities

Communication method	Target audience	Objectives	Key message	When	Where	Cost	Return
Advertising							
Letters/flyers/ brochures							
Calling / visitation programs							
Sponsorships / Events							
Trade shows							
Media coverage (PR)							
Loyalty programs							
Website							
Internet							
[Other]							

Planned activities to attract new clients

Communication method	Target audience	Objectives	Key message	When	Where	Cost	Expected Return
Advertising							
Letters/flyers/brochures							
Calling/visitation programs							
Sponsorships/Events							
Trade shows							
Media coverage (PR)							
Loyalty programs							
Website							
Internet							
[Other]							

1.2 Customer Strategy

Customer management

Is your customer service model cost effective? How do you retain your most profitable customers? How do you manage or move on customers you would prefer not to keep?

Customer acquisition

How do you acquire new customers? How many do you expect to acquire each year over the next three years? Be specific and realistic.

1.3 Client Retention Strategies

Planned activities to protect your trail and keep marketing to your clients

Communication method	Target audience	Objectives	Key message	When	Where	Cost	Expected Return
RBA Bulletins (Powerport)							
Flyers							
Calling/visitation programs							
Newsletters (Powerport)							
Annual gifts or events							
Christmas Cards							
Birthday Cards							
Annual property or suburb reviews							
Loan health checks							
[Other]							