

## *Do You Have a Marketing Plan?*

Running even the smallest marketing campaign can seem daunting to a small business owner.

Questions like where to start, what message we are trying to convey, who are we targeting and how are we going to target these people, can appear too complex to your average non-marketing person.

However with the right plan these can be a breeze and very rewarding, if not allot of fun, by following these six simple steps, you too can experience the benefit of running a marketing campaign.

### **Objective / Goal**

What is the 'real' aim of the campaign, are you really going to make a sale based purely on an ad?

The goal should be to generate interest / curiosity and get the customer wanting more information, i.e. Free Webinar on.... / Free Trial Copy / Free information pack on...

Your goal should be to wet their appetite, the benefits of your product or service will then close the sale.

### **Targets**

Decide on whom you are targeting in this campaign, resist the urge to target a board audience. Then focus the message to the chosen target, change terminology to suit and decide on the appropriate medium for message.

### **Message**

An advertising message needs to quickly communicate its core message in 3 seconds or fewer. Spend time brain storming your 'catch phrase', kept it simple and to the point, an example of one of the most successful catch phrases is the 'for dummies' books. Once you have your phase try it one a group of your friends, do they understand the meaning or is it too complex.

### **Credibility**

Your Claims need to real and credible. If possible use a quote from an existing customer or use recognized statistical information to back your claim.

### **Test / Measure the result**

On a limited budget you will wish to measure the results, 'direct response advertising' is your best option here. This is s campaign that requires a 'call to action' which will provide you with a measure of the interest generated i.e. click here, call / email us now to receive your FREE information pack.

### **Making Contact / Repeat Message**

Your contact details and campaign message should be everywhere.

Keeps the campaign message going through out all contact i.e. your catch phrase should appear on your website, on the packaging of the information pack, even part of our logo.

Until next month....

Regards,  
Andrew