

Elements of a Marketing Plan

Be focused

SMART goals, milestones, measures

Be authentic and credible

Brand, voice, Unique Selling Proposition

Be relevant

Customer data and insights

Products

Pricing

Product supply and delivery

Messages

Be known
and found

Promotions (what)

Marketing channels and
capability (how, where,
when)

Be accessible

Sales channels and
capability (who, what, how,
when, where)

Fulfilment channels (who,
what, how, when, where)

Strategies

Be in action

Action plan (targets, actions, resourcing, timing, budget)