

Marketing plan checklist

Solent Futures

Version: 1.0

SECTIONS 3 & 4 MARKETING & PROMOTION

Have you covered all bases in these sections? Use the checklist to double check you've considered all the elements listed.

MARKETING PLAN – QUICK CHECKLIST		YES	NO
YOUR CURRENT SITUATION			
A	(If you've already started trading) – What are your current sales?		
1.	Who are your customers?		
2.	Where are they?		
3.	What are their needs/wants/problems?		
4.	What do they have in common?		
5.	What is the size of the market?		
	(a) Is it local? national? international?		
	(b) are there seasonal/periodic changes?		
6.	What is the state of the market? Expanding? contracting? static?		
7.	What factors are likely to affect the market? Political? Economic? Social? Technological?		
8.	What competition is there?		
9.	What are your strengths and weaknesses?		
10.	What are your competitor's strengths & weaknesses?		
WHERE DO YOU WANT TO BE?			
B	What volume/value of sales do you expect to achieve in Yr 1? In Yr 2?		
1.	What services/products should you sell?		
2.	What size of market share could be gained?		
3.	What customer groups are you selling to?		
4.	How are you going to sell to your customers? (e.g. shop? website?)		
5.	How are you going to get your service/product to them?		
6.	What are the required terms of trade?		
7.	What gives your business the advantage over your competitors?		
HOW ARE YOU GOING TO GET THERE?			
1.	What market research and testing are you doing?		
2.	What 'online' (digital) marketing do you plan to do to win business/customers?		
3.	What 'offline' marketing do you plan to do to win business/customers?		
4.	What resources (time and money) will you need for your marketing in questions 2 and 3 above?		
5.	What success do you expect from each marketing activity and what will be the overall impact of your overall goals and sales targets in B above?		
6.	How will you evaluate and measure the return on your investment from your marketing activities?		
7.	How do your competitors promote their businesses?		

