

GOLD COAST GRAPHIC DESIGN.

Connecting brands to their market

By following these foundational steps, you can gain clarity and direction. We do understand though navigating these intricacies of marketing can be challenging, and if you feel the need for professional assistance, do not hesitate to reach out for a chat. We can help you further refine and execute. Together, we can drive your business towards its goals.

We love to guide businesses to create a strong brand they feel connected to so they can craft their own futures. We are on a mission to double business success rate through strategic branding and marketing support. Our solutions are results driven and provide education, ongoing support and guidance.

Create a business that changes your world
Call to book a complimentary Marketing and
Branding Consultation **0755 987 196**
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GoldCoast**GraphicDesign.com.au**



This is a simple valuable tool for small businesses. Follow the numbers below to fill out the sections in order. Please reach out if you need any help and remember "Fail to plan, you are planning to fail".

A marketing plan is crucial for guiding your brand towards its objectives. It aligns efforts with goals, ensuring resources are effectively used to captivate your target audience and grow your business.

1 OBJECTIVES

Start by identifying your top three SMART business goals. These goals should be Specific, Measurable, Actionable, Relevant, And Time bound (SMART).

Specific: Pinpoint the problem, opportunity and the specific outcome you want.

Measurable: Identify the key metrics that will be used to measure success.

Actionable: Will working towards this objective bring the change? Who does it?

Relevant: Does this objective align with your overall marketing strategy?

Time-bound: What is the timeline for working towards and achieving this objective?

Examples: Double my leads to 40 per month. Gain 5 more staff. Open 2 new locations

2 TARGET AUDIENCE

Identify your top three customer segments and develop 2-3 customer personas for each. This step is crucial to gain a deeper understanding of your customers, ultimately focusing efforts for optimal results. Explore criteria, such as their needs, behaviors, and demographic profiles. Craft fictional characters to help guide content.

Examples: Female owner of 3+ businesses, busy, time poor, aged 45-60. Has a family and their personal time is valuable. Focus is stress free, not too many questions and feeling guided/taken care of is paramount.

3 CHANNELS

Document the channels on-line and off-line that lead to your customers. The process of creating personas will provide valuable insights into where your customers reside. Examples: Local business networking events, Linked In, Business Sales for referral

4 WHERE ARE WE NOW?

Analysis: conduct a brief SWOT (strength, weakness, opportunities, and threats)

Strength: what do you do well? What unique resources can you leverage? What do others see as your strengths?

Weakness: what needs improvement? What do competitors do better? What do you lack?

Opportunities: what are you missing? How can you leverage your strengths? What trends can you take advantage of?

Threats: what is your competition currently doing? Do your weaknesses expose your business? What threats can hurt you?

5 CORE STATEMENTS

External statements should resonate with the customer segments (step #2) and consistent across all the channels (step #3).

Brand Mission: The reason why a company exists and does the work it does.

Brand Vision: A company's aspirations for the future and what they hope to achieve.

Brand Values: The standards a company will follow and uphold in pursuit of its mission and vision. (Your core brand values are defined as the beliefs that you, as a company, stand for. They serve as the compass that guides your brand story, actions, behaviors, and decision-making)

6 COMPETITION

Research the top 5 competitors in your niche and identify their strengths and weaknesses. Keep the focus on the customer, (steps #2 and #3). Look at how you sit in the marketplace, who is your competition and how are you different.

You may find investigating this you have missed out on some opportunities. Determine your competitors' weaknesses in terms of attracting and retaining customers. Consider factors such as customer service, website user experience, and product/services.

7 ACTIVITIES & ACTION

Outline the specific activities and actions required to achieve your objectives. This can include strategies such as content, SEO, paid advertising, referral, paper adds, posters in the local area, try and get creative (think on and off-line). Define clear responsibilities and steps for each activity to ensure effective implementation.

Examples: for dog walking business having an A3 tear off poster, inside a plastic sleeve (upside down), thumbtacked to trees in the local park (tear off tabs with contact details website and social media). This is a cost effective strategy where somebody would be walking their dog (maybe reluctantly)

8 MARKETING BUDGET

Estimate the costs with implementing your plan, taking into account ideas such as content marketing, SEO, paid advertising, design, marketing technology, personnel, and other relevant expenses. Strive to optimize your budget and focus on the return of investment (ROI). In the early stages of a business if budget is tight looking for strategies where you're spending your time as opposed to your \$ maybe an option.

9 TIMELINE

Create brief outlines for your campaigns and time frames. The one-page plan can be adapted for both short-term campaigns and long-term strategies. As you invest effort into sections like #2 and #3, you can tweak other sections based on your incremental learning experiences. Embrace a continuous experimentation-learning and feedback mechanism. (test and measure)

MarketingMatters

1.OBJECTIVES Top 3 SMART Objectives (Specific, Measurable, Actionable, Relevant, Time bound)

KEY METRICS. Measure success

2.TARGET AUDIENCE
Top 3 customer segments and 2-3 personalities per segment

4.WHERE ARE WE NOW?
Brief SWOT (strength, weakness, opportunities and threats)

5.CORE STATEMENTS
Position statement of your brand and the value it offers

6.COMPETITION Top 5 (for your messaging what makes your service + product different)

9.TIMELINE
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8. BUDGET \$
\$

3.CHANNELS Opportunities to connect to customers (current + new)

7.ACTIVITIES & ACTION PLAN List what needs to happen