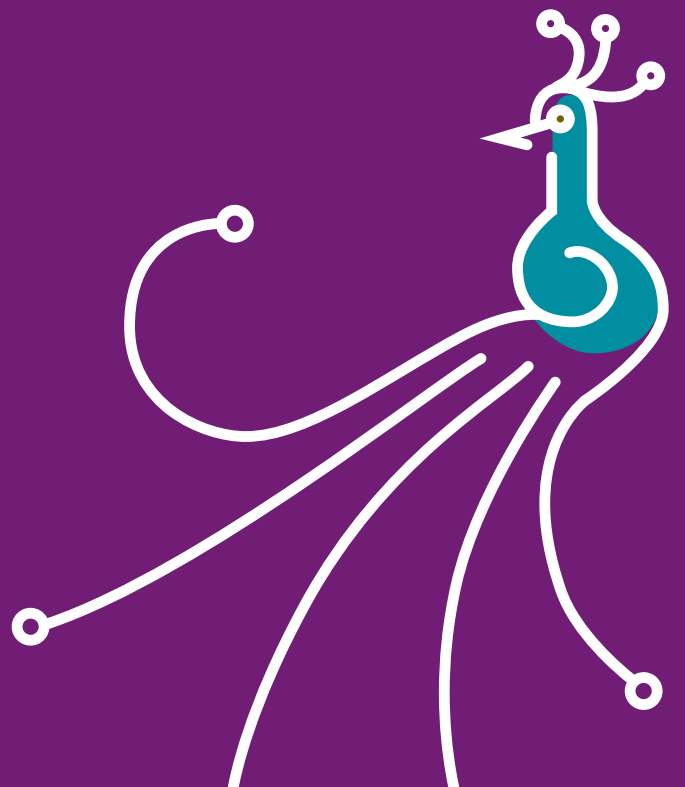


# Creating your marketing plan

Putting your strategy into practice





## Putting your strategy into practice

If you have been following the rest of our guides you will know that we have focused on elements that will help you to determine your marketing strategy and offering. We have shown you how to segment your market, carry out a SWOT analysis, determine your USP, how to understand your competitors and the 4P's.

It is now time to put this information to good use and come up with a marketing plan.

Your Marketing plan should cover the following areas:

### 1. Business objectives

- Describe your business (include vision, mission statement and values)
- What are your business objectives?
- What is your business strategy?
- What is marketing's role within the organisation?

### 2. Marketing Audit

- PEST & SWOT analysis, to determine the internal and external factors influencing the business.

### 3. Competitor Analysis

- In order to figure out what your USP is you need to know what sets you apart from the competition.

### 4. Marketing Plan Objectives

Ensure your objectives are:

- Specific
- Measurable
- Achievable
- Realistic
- Time Bound

### 5. Marketing Mix/Marketing Tactics

This involves looking at your segmentation, targeting, positioning and also the '4 Ps'

- Product
- Price
- Placement
- Promotions

This can also be extended to include the following:

- People
- Processes
- Physical Evidence

### 6. Implementation of your Marketing Plan

This is a detailed schedule of activity required to deliver you plan. It should include timescales and indicate budget. The schedule is generally incorporated into a GANTT chart.

### 7. Control & Evaluation

For all marketing activity you must ensure that it can be measured. By setting Key Performance Indicators (KPI's) for all activity, you can ascertain what has been effective.

### Read our other guides in the range:

- Your marketing strategy
- Determining your market
- SWOT up on your marketing
- Understand your competitors
- Know your tactics

**Horizonworks Marketing is a strategic marketing company based in the North East of England specialising in the science, technology, healthcare and manufacturing sectors. We provide a range of services to clients including:**

- Marketing strategy
- Marketing planning
- Communications
- Branding
- Public Relations
- Events management
- Sales and marketing campaigns
- Mentoring



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