



# the anatomy of a marketing plan

## Preparation is everything.

Every winning team needs a playbook. Every sturdy house needs a blueprint. Every memorable road trip needs a map. Every successful campaign needs a well-built marketing plan.

Like a playbook, blueprint and map, **a marketing plan** is a working document that outlines an organization's marketing efforts to reach a particular audience and persuade them to take action over a certain period of time. The marketing plan identifies the reasons a business initiative is happening. It defines the avenues that need to be taken in order to reach the finish line. **Let's break down the fundamental elements of a marketing plan.**



### **Purpose** | Why are we doing this?

Before beginning to outline the specific details and logistics, a marketing plan needs a clear purpose – a reason behind the campaign. The purpose can be simple, as long as it's agreed upon with the team and each member believes in the campaign's overall intention.

#### **Examples:**

- To empower customers to take action
- To raise awareness of a new product or service
- To drive new and repeat sales

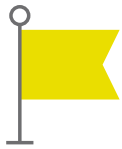


### **Target Audience** | With whom are we communicating?

Knowing the audience and clearly speaking the language of its members is vital. Invest in understanding their personal characteristics, preferences, skill sets, challenges and behaviors – and continue to reevaluate those elements as they evolve – in order to best capture their attention and connect with them. Defining the target audience requires plenty of primary and secondary research, from which valuable insights can be formed.

#### **Examples:**

- Urban-dwelling women aged 28-36 who are constantly on-the-go but keep up with a healthy lifestyle
- Working men aged 40-55 who crave weekend adventures and prefer sleek, minimalistic design and style
- Teens who seek to express their individuality while feeling part of a welcoming, inclusive community



## **Objectives** | What are we trying to achieve?

Setting specific, measurable, attainable, relevant and timely (S.M.A.R.T.) goals is essential to stay on the right track. Having goals in place and communicating them with the team and other stakeholders helps assure buy-in and creates focus, which can help lead to greater success. Each medium should have its own objectives.

### **Examples:**

- Grow our active customer base by 25% in one year
- Increase profits by 200% over the next 5 years
- Boost social media share of voice by 20% by the end of Q2



## **Strategies** | How will we reach our destination?

Strategies are the overarching, comprehensive formulas that are followed in order to achieve campaign objectives. Think of these as the central foundations of the marketing plan. They're typically focused on long-term visions.

### **Examples:**

- Leverage social media as an additional e-commerce channel
- Compel prospects who haven't yet made a transaction to buy
- Provide a platform on which users can connect, research, shop or learn



## **Tactics** | What will we do to get there?

Tactics are the concrete initiatives taken along the way to accomplish tasks – or the means employed to achieve the goals of the campaign. While strategies are typically focused on long-term visions, tactics are short-term actions intended to help fulfill the vision

### **Examples:**

- Tag products using the “Shopping on Instagram” feature giving users the chance to explore offerings within the app interface
- Send weekly or monthly emails to top-tier customers to boost sales and maintain loyalty
- Design and develop online training courses that will help sales representatives to become experts on products and services



## **Key Performance Indicators** | How will we measure success?

Key performance indicators (KPIs) are clearly defined numerical metrics that are tracked regularly in order to measure progress towards outlined marketing goals. KPIs are important when it comes to optimizing processes and adjusting goals

### **Examples:**

- New social media followers, engagements, ad cost per click
- New email list subscribers, open rates, click-through rates
- Website traffic, page views, bounce rates, digital conversion rate