



# Marketing Action Plan



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BRECKLAND DISTRICT COUNCIL

## Marketing Action Plan Calendar

In order that businesses can start with a clear and concise workable marketing plan, it is essential that every aspect of the plan is documented. Never leave something as important as marketing to chance.

It starts BEFORE you commence trading, in some cases 3-6 months before!

Simple steps are all that is required. We include a spreadsheet for you to utilise in the planning process.

### Step 1

Itemise the various items that you need to plan for in the left-hand columns. Examples are provided.

### Step 2

Using Equipment heading as an example, consider what equipment you will need to purchase to ensure the successful running of your business.

In the box headed Month 1, you might need to record something about equipment. E.g. “start looking for equipment suppliers”. Once you have compared prices with at least 3 suppliers you should place an order and now place in the calendar (perhaps Month 2) when these items are being delivered. If you fail to do this simple step, you are leaving to chance that equipment will arrive in time for your opening. Many a business has failed to open due to this simple step being omitted.

In the box headed Month 2, you might need to record something about sign writing. E.g. Organise shop front sign to be created; organise sign writing for Van.

Using launch heading as an example, consider what you want to achieve and how wide an audience are you trying to attract. E.g. Book photographer to photograph launch opening; invite local press; make a list of those people you wish to attend this special event.

The following month you might need to arrange a printer to organise some invitations as well as posters. Event could be several months in future; however, printing etc. takes time.

Using PR heading as an example, consider writing your own PR, and send to Press. e.g. In Month 2 “write article using Who, How, What, When and Where principles.” Month 3 you might put “contact press again, if not had a response”

Using Website heading as an example, consider items such as buying Domain name, building site, adding social media, blog etc. Put when you need to achieve / action in the relevant month's box.

Finally, promotional calendar needs itemising by month and everything from leaflets, posters, press, website etc. needs updating and planning accordingly.

Do not promote ad hoc, if you can, always have a yearly strategy.

Social media can be programmed to run your advert on specific dates and times. Ask for help from someone if you do not know how or what to use.

