

Marketing Strategy Planning Process

These are the basic steps in any marketing strategy. Think of a marketing strategy as a blueprint for your various marketing activities. Each activity has a specific strategy. Add up all the strategies and you have a comprehensive marketing plan for your business. You do not have to have the whole plan in place before you implement it. What you do is design and implement one strategy at a time. Only when you have the kinks worked out and the strategy is producing results do you add another strategy. After awhile you can have several marketing strategies working for you all at once.

Below is how you will outline all your marketing strategies for the Marketing Action Group.

- 1. Purpose** - This is the overall purpose of this particular marketing strategy. For instance, the purpose of a publishing strategy could be to become an internationally well-known professional in the field of human resource consulting.
- 2. Intended Results** - These are the specific results you hope to accomplish with this marketing strategy. The intended results of a networking strategy might be to increase your mailing list, find clients directly, increase your referral base, develop resources and a support system and have fun.
- 3. Components** - These are all the various components of this marketing strategy. Each component needs to be outlined in detail. For instance the components of an eZine might include the following: A listserv to manage the list, the format, content and structure of the eZine and where you will post the eZine sign-up on your web site.
- 4. Information and Skills** - This is what you need to learn before your strategy can be put into place. For a strategy on giving talks, you will need to know how to develop and deliver a talk, plus the best ways to follow up with participants. This is the part where you'll need to research, study or get some outside assistance.
- 5. Marketing Angles** - These are the particular marketing spins you put into your marketing strategies. In your web site development you may decide to have a very personal, friendly presentation that builds rapport and makes people want to know more. Your wording, design, format and graphics will support this particular marketing angle.
- 6. Actual Deliverables** - This may be a letter, a first eZine, an outline for a talk, a script or an article. After all is said and done, you need to put most of the time and effort into actually creating various marketing vehicles and documents to put your strategies into action.
- 7. Timeline** - This is the order in which you will do things to implement your strategy. It includes action steps along a timeline. Your joint venture strategy action plan might start with research into your industry, meetings with associates, developing a letter and phone approach, setting up one-on-one meetings and follow-up steps.