

SECTION I

YOUR MARKETING PLAN

Content

I. 1	Why Plan	2
I. 2	Making it Simple	3
I. 3	The Basics	4
I. 4	The Approach.....	5
I. 5	Your Template	8
I. 6	Promotion Detail.....	10
I. 7	Additional Marketing Ideas	17
I. 8	Monitoring.....	18

Your Marketing Plan

I. 1 WHY PLAN

If you fail to plan ... you plan to fail!

Large companies employ huge numbers of people to carry out the planning activities of the company. Others are employed to monitor the progress of those plans, whilst others are engaged in updating and fine tuning those plans depending upon the results.

We stated in an earlier section why you should plan but the well known saying above really says it all!

Your Marketing Plan

I. 2 MAKING IT SIMPLE

We have tried to make the planning of your promotional activity for the coming season as simple as possible . . . just to encourage you too plan!

Section 'B' offers you a more definitive planning guide but we believe the basic information covered in this plan for the coming season to be sufficient to not only get you started but, to ensure you have a more successful year than the past season.

Planning should be carried out in conjunction with your budget. It is very easy to spend a huge amount of money on an array of advertising and promotional material . . . spending wisely is considerably more difficult!

In our plan all promotional activity is based on a bi-weekly basis. This method enables us to plan our promotion around our grass cutting customers and regular journeys made each two weekly period.

Whilst we work our plan on a bi-weekly basis it does not mean that this plan is for existing customers only. This method should assist in minimising travelling time and costs to promote in a specific area.

Again, check out Section 'B' to create a good marketing mix of promotional activities that you intend to use in the coming year. If you have other ideas, which have worked for you in the past, use them again . . . and tell your central support team!

Completing this plan should take no more than ONE HOUR of your time.

Your Marketing Plan

I. 3 THE BASICS

There are only three sections to your plan for this year;

1. Financial
2. Customers
3. Activity

The information required to complete your plan should mainly be right at your fingertips and take no time to complete.

The financial information can be taken from your accounts and very few further calculations are required.

The customer information may take a little longer for some but the majority will already have the information detailed in their customer lists.

The above is what we call BASE INFORMATION and you should always have it readily available and be monitoring on a weekly/ monthly basis.

Your Marketing Plan

I. 4 THE APPROACH

Shown on the following page is an example of what your yearly marketing and promotional activity might look like. Whilst it does not pretend to be the most sophisticated plan (some may already be producing a more detailed plan), it does provide the opportunity to put things on paper and have an overview of how they may all interlink and, in some cases, crossover.



Your Marketing Plan