

# COMPREHENSIVE MARKETING PLANNING WORKSHOP.

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# STEP ONE: ANALYZE THE BUSINESS SITUATION

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DEFINE THE BUSINESS YOU ARE IN AND WHO YOU EXIST TO IMPACT

STRENGTHS & WEAKNESSES

CORE COMPETENCIES

MARKETING CAPABILITIES

**WRITE A BUSINESS SITUATION SUMMARY**

# STEP TWO: GATHER MARKETING RESEARCH

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VORACIOUS DATA GATHERING ON WHO YOU EXIST TO IMPACT

PRIMARY AND SECONDARY RESEARCH

QUANTITATIVE AND QUALITATIVE RESEARCH

COMPETITIVE ANALYSIS

**WRITE A MARKETING RESEARCH SUMMARY**

# STEP THREE: CREATE VALUE PROPOSITIONS

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CLEAR STATEMENTS THAT EXPLAIN WHY PEOPLE VALUE YOUR SERVICES

EXPLAIN HOW YOUR PRODUCT SOLVES PROBLEMS FOR PEOPLE

EXPLAIN THE UNIQUE DIFFERENCE YOU HAVE OVER YOUR COMPETITION

EXPLAIN ANY SPECIFIC FEATURES AND BENEFITS OF YOUR PRODUCT OR SERVICE

**WRITE A SUMMARY OF YOUR VALUE PROPOSITIONS**

# STEP FOUR: BUILD YOUR BRAND

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YOUR BRAND SHOULD BE EMBLEMATIC OF YOUR VALUE PROPOSITIONS

YOUR BRAND IS HOW PEOPLE PERCEIVE YOU WHEN THEY EXPERIENCE YOU

LOGO'S – TYPE – GRAPHIC DESIGN ELEMENTS – COLORS – SLOGANS & TAGLINES

INTEGRATE BRANDING INTO ALL ASPECTS OF THE OPERATION

**CREATE A BRAND GUIDELINE DOCUMENT**

# STEP FIVE: CREATE YOUR COMMUNICATIONS PLAN

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KEY MESSAGE DEVELOPMENT FOR YOUR TARGET AUDIENCES

ENCODE YOUR VALUE PROPOSITIONS AND BRAND ASPIRATIONS

WHY, WHO, WHAT, WHEN AND HOW YOU WILL REACH YOUR TARGET AUDIENCES

WHAT IS THE RESPONSE MECHANISM – TWO WAY ENGAGEMENT

**WRITE A SUMMARY OF YOUR COMMUNICATIONS GOALS**

# STEP SIX: DEVELOP YOUR MARKETING STRATEGY

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PULL ALL THE ELEMENTS TOGETHER TO SHAPE MARKETING STRATEGY

DESCRIBE YOUR MARKET AREA HOUSEHOLDS, ZIP CODES

DESCRIBE YOUR ALL OF YOUR TARGET CONSUMERS IN THE GREATEST OF DETAIL

DETERMINE MEDIA WHERE YOUR TARGET CONSUMERS CAN BEST BE REACHED

DEVELOP CREATIVE USING VALUE PROPOSITIONS, BRANDING AND COMMUNICATIONS PLAN

**WRITE SUMMARY OF YOUR MARKETING STRATEGY**



# STEP SEVEN: PLAN YOUR BUDGET

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UNDERSTAND ANY SEASONALITY AND RECURRING EXPENSES AND INCOME

UNDERSTAND YOUR BIGGEST BANG FOR THE BUCK MEDIUMS

UNDERSTAND YOUR POTENTIAL FOR TRADES AND IN-KIND OPPORTUNITIES

PRIORITIZE YOUR EXPENDITURES BY REACHING YOUR TARGET MARKET SWEET SPOT

SET ASIDE SOME EXPERIMENTAL EXPENSE (TRYING SOMETHING NEW)

**CREATE YOUR BUDGET FOR MARKETING ACTIVITIES**



# STEP EIGHT: IMPLEMENT YOUR MARKETING TACTICS

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CREATE A MARKETING ACTIVITIES PLAN CONNECTING STRATEGY TO TACTICS, BUDGET & TIMING

USE THE MARKETING TACTICS MOST AVAILABLE TO YOU – TRADITIONAL ADVERTISING MEDIA, PROMOTIONS, PUBLICITY, DIGITAL AND SOCIAL MEDIA, PERSONAL SELLING ETC...

PLAN B'S (PLAN ON HAVING TO MAKE ADJUSTMENTS)

**JUST DO IT**



# STEP NINE: EVALUATE AND MEASURE RESULTS

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RECORD DATA ON EFFECTIVENESS BOTH QUANTITATIVE AND QUALITATIVE

STUDY THE DATA

CHART THE DATA

SAVE THE DATA

**WRITE A SUMMARY OF THE OVERALL EFFECTIVENESS – HIGHS AND LOWS**

# STEP TEN: RINSE AND REPEAT

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MAKE SURE TO ADJUST THE STRATEGY PER ITS EFFECTIVENESS

THIS TAKES DISCIPLINE AND PATIENCE

TRIAL & RETRIAL

**COMPILE TO CREATE A COMPREHENSIVE MARKETING PLAN**

# THANK YOU!

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