How to create your Marketing Plan

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aussiepaintersnetwork

Clarify your purpose for the plan

Clarify the purpose of the plan – Who is it for?

Is this your first marketing plan?

Review your most recent completed marketing plan

Review the ROI of past campaigns

Identify what you want to do differently

Open the template of your new marketing plan

Delete all sections that you may not require

Add any sections that needs to be included

Agree on the assumptions that underpin your plans

Draft the Marketing Plan

Draft the marketing plan

Marketing Plan

Review draft plan

Changes required?

Identify the changes required

Update the financial forecast

Review the plan against the financials

Changes required?

Setup the next review

Diarise the first review date of your plan

Sign and date the plan

Distribute the plan (file)

Create your first campaign

Start the campaign now?

Plan the campaign

Campaign Plan

Marketing Plan is up to date