

Strategic Marketing Planning Guide for Your Business or Practice First Step in Creating an Irresistible Business That Attracts & Keeps Your Clients Coming Back.

Vision/Mission

- a. What message or personality currently defines your business or practice? What do you want to add or remove about your brand?
- b. What services, products, policies will you add, improve, remove or reduce in the coming fiscal year?
- c. What is unique about your business or practice that stands out from your competition?
- d. What about your business or practice do you wish to be known for?

Goals and objectives –

- a. Clearly define what you want to achieve in the next year?
 - i. profit?
 - ii. awareness?
 - ii. brand building?
 - iv. marketability of practice for eventual partner?
- b. Make sure your goals and bench marks are quantifiable and set to specific time lines.
- c. Set specific financial profit and/growth goals for each product or service that you offer.

Strengths, weaknesses, opportunities, threats (SWOT)

- SWOT will help your business or practice
 - build on its strengths
 - resolve any known or potential weaknesses/challenges
 - seek and exploit opportunities
 - avoid threats
- Performing a SWOT analysis will help us to create a more realistic strategic action plan for growth and profit

Strategic Marketing Action Plan this is the most critical step of your plan, because without it, growth and profit will be at the mercy of luck, economic whims, or a continuation of set practices - which, may or may not be the goal. Following are some questions to start the process:

- a. Which media(s) best fit your marketing goals?
- b. What central brand or theme will be utilized in all forms of advertising/marketing”
- c. How will you track the results?
- d. How do you plan to provide congruency in all your internal and external marketing?

7. Marketing Financial plan – Your business or practice may or may not have operated with a formal marketing budget but it is clearly good business practice to include it. With budgets, you will be more likely to achieve objectives, make more-reasoned decisions and have better control of cash flow and expenses. ROI and predict areas of profit.

Each quarter, review:

- Revenue and budgeted %
- ROI for each method or channel
Anticipated expenditures/ additions
- This will assess how much money is on hand to meet current and or future marketing obligations as well as adjustments in budgeted percents

8. Measuring and evaluation – You are writing this plan and setting the goals with the intent of achieving them. So now you must break them down into measurable pieces and monitor the results regularly. A plan that cannot be measured is almost always destined for failure. Celebrate the “wins” and recharge to accomplish the next marketing goal with the following:
Monthly or Quarterly Staff Meetings
Attitudes of Gratitude Fun Days for Internal Marketing
Bonuses
Commissions

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Conclusion:

Once you have a strategic marketing plan, you can build upon it continuously and refer to it often, so that we remain on track for attaining goals for both as a company and as employees.

If you find these goals are unrealistic and unattainable, you can always adjust them. The most important thing to realize is that it is going to take consistent monitoring, ongoing communication, dedication and most importantly -team work to create the vision and mission for your business or practice

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