



GPS

GROWTH • PROFITS • SUCCESS

A SIMPLIFIED APPROACH TO CREATING A MARKETING PLAN THAT YOU WILL USE – NOT LOSE.

TRADITIONAL MARKETING PLANS

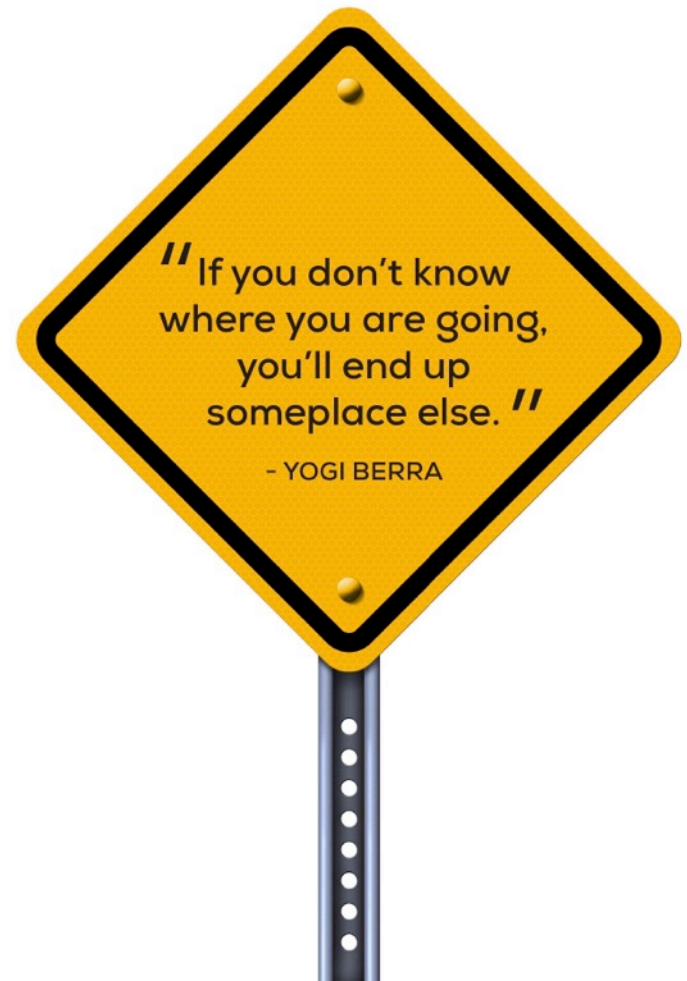
- Marketing plans are valuable when used properly
- Typically large, cumbersome documents
- Often see limited use
- End up on a shelf gathering dust.



WELCOME TO GPS MARKETING

- Designed to be different
- Quick & efficient way to create a plan
- Focused on providing a plan that is easy to create, implement and update
- “Less is more”

We want this to be the one marketing plan you will use – not lose



ABOUT OUR GPS MARKETING PLAN

5 Key Areas

TRUE NORTH



ROUTE



NAVIGATION



SYSTEM DISPLAY



EXPENSE REPORT



ABOUT OUR GPS MARKETING PLAN

4 Focus Sections



DESTINATION
Purpose & intent



COURSE
Specific actions/tasks



RETURN
Expected outcomes



ROADSIDE ASSISTANCE
Tools & resources

ABOUT OUR GPS MARKETING PLAN

SPECIAL CALLOUTS



TRUE **N**ORTH



TRUE **N**ORTH



DESTINATION

Honest assessment of where you are today in terms of your market, customers and competition.



RETURN

Clear direction on where you are and where you need to go to grow your business.



COURSE

- Who are my target customers and what do they need?
- What is happening in the marketplace that will impact (good or bad) my business?
- Who is my competition and how do we measure up against what they offer?
- What can I offer that my competition does not?
- What (if anything) makes my company stand out from all the rest?
- Where is the greatest potential to grow my business?



ROADSIDE ASSISTANCE

- S.W.O.T. Analysis
- Competitive Analysis



Do not complete this exercise in a vacuum.

Include team members, vendor partners, trusted customers, etc.



TRUE NORTH





EXERCISE

- Complete A S.W.O.T. Analysis And Competitive Analysis For Your Business

S.W.O.T. ANALYSIS	COMPETITIVE ANALYSIS
	
NOTES _____ _____ _____	

ROUTE



ROUTE



IMPORTANCE OF SETTING GOALS

- Well-known study
- 1979 Harvard MBA Program Graduates
- Interviewed while students & 10 years later
- The 13% of class who had goals but didn't write them down earned twice the amount of the 84% who had no goals at all

ROUTE



IMPORTANCE OF SETTING GOALS

- But the 3% who had written goals earned on average - 10 times as much as the other 97% of the class combined

ROUTE



DESTINATION

Determine where you want to go
Establish your S.M.A.R.T. goals



RETURN

One to two clear and concise goals that you will focus on achieving throughout the rest of your marketing plan.

ROUTE



COURSE

- What do I want to accomplish?
- How will I measure progress and/or success?
- Do I have the time and resources to achieve this goal?
- Why is this goal important to me and my company?
- When will I complete this goal?

ROUTE



ROADSIDE ASSISTANCE

- S.M.A.R.T. Goals
- S.M.A.R.T. Goal Template



Be sure that your completed goals meet the S.M.A.R.T. criteria. If not, go back!

ROUTE



S.M.A.R.T. GOALS

S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE/ACHIEVABLE

R

RELEVANT

T

TIMELY

ROUTE



S.M.A.R.T. GOAL TEMPLATE

Our goal is to

(insert what you want to achieve)

by _____

(insert how you measure success)

within _____

(insert timeframe to complete your goal)

by _____

(insert specific actions you will take to achieve your goal)

_____ .

ROUTE



EXERCISE →

- Complete One To Two S.M.A.R.T. Goals For Your Business

S.M.A.R.T. GOALS

S

SPECIFIC

- Define the goal as much as possible with no unclear language.
- **WHO** is involved, **WHAT** do I want to accomplish, **WHERE** will it be done, **WHY** am I doing this – reasons, purpose, **WHICH** constraints and/or requirements do I have?

M

MEASURABLE

- Can you track the progress and measure the outcome?
- How much, how many, how will I know when my goal is accomplished?

A

ATTAINABLE/ACHIEVABLE

- Is the goal reasonable enough to be accomplished? How so?
- Make sure the goal is not out of reach or below standard performance.

R

RELEVANT

- Is the goal worthwhile and will it meet your needs?
- Is each goal consistent with the other goals you have established and fits with your immediate and long-term plans?

T

TIMELY

- Your objective should include a time limit. Example: I will conclude this step by month/day/year.
- It will establish a sense of urgency and prompt you to have better time management.

NOTES

S.M.A.R.T. GOAL TEMPLATE

Our goal is to

_____ (insert what you want to achieve)

by

_____ (insert how you measure success)

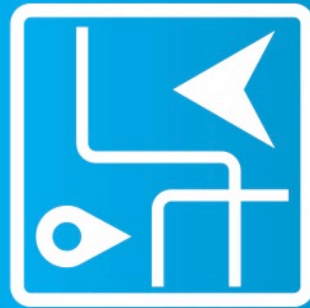
within

_____ (insert timeframe to complete your goal)

by

_____ (insert specific actions you will take to achieve your goal)

NAVIGATION



NAVIGATION



DESTINATION

How do you get there?

MAP view (Strategy) - broader perspective

TURN-BY-TURN (Tactics) - specific details



RETURN

Confirmation of the actions you will take to achieve your goals.

NAVIGATION



COURSE

- What are the best ways to reach my target audience?
- Where does my target audience learn about the services that I provide?
- What are the features and benefits of my company's offering?
- What can we do to get our message out in support of our goals?
- What can my company afford to get our message out to our target audience?
- Who on my team is best suited to support these marketing efforts?

NAVIGATION



ROADSIDE ASSISTANCE

- Strategy Examples
- Tactic Examples



WAYPOINT

Difference between strategies and tactics

“A strategy is about doing the right things — a tactic is about doing the things right.”

NAVIGATION



STRATEGY EXAMPLES

Communicate with clients at least 12 times per year to engage clients and encourage new business referrals.

Attend a minimum of four networking events per month to promote my company and build a network of influence.

NAVIGATION



TACTICS EXAMPLES

Email a monthly newsletter to clients featuring blog articles. Include links to the blog, social media sites and upcoming events.

Attend events sponsored by the Chamber of Commerce, Better Business Bureau and local Restaurant Association.

NAVIGATION



EXERCISE →

- Complete Two To Three Strategies And Three To Four Tactics For Your Business

STRATEGY EXAMPLES

In the world of marketing, a strategy is the approach you take to achieve your goals. Like a Map View on a GPS system, a strategy is the thinking aspect of the plan you will implement to produce a desired outcome.

Use the following examples to help guide the development of strategies for your business:

Communicate with clients at least 12 times per year to engage clients and encourage new business referrals.

Attend a minimum of four networking events per month to promote my company and build a network of influence.

STRATEGY 1 _____

STRATEGY 2 _____

STRATEGY 3 _____

NOTES

TACTIC EXAMPLES

Where a strategy provides a Map View of the approach you'll use to achieve your goals, tactics are more like Turn-By-Turn directions, or the specific actions you will take, to achieve your strategy and ultimately your goals.

Use the following examples to help guide the development of tactics for your business:

Email a monthly newsletter to clients featuring blog articles. Include links to the blog, social media sites and upcoming events.

Attend events sponsored by the Chamber of Commerce, Better Business Bureau and local Restaurant Association.

TACTIC 1 _____

TACTIC 2 _____

TACTIC 3 _____

SYSTEM DISPLAY ▲



SYSTEM DISPLAY



DESTINATION

What do you say when reaching out to your target audience?

Messaging
Mediums



RETURN

The messaging and mediums you will use to communicate with your target audience.

SYSTEM DISPLAY



COURSE

Messaging

- What are the benefits that my company offers to my target audience?
- Does my messaging add value to the recipients i.e. do I convey “what’s in it for them?”
- Does my messaging demonstrate that I understand my audience’s wants, needs and problems that need to be solved?
- Is my messaging free of industry jargon and does it contain a “call to action” to prompt response?

SYSTEM DISPLAY



COURSE

Mediums

- Do I know the mediums that my target audience uses the most to access information on services like what my company offers?
- Have I considered both traditional (newspaper, television, direct mail, etc.) and non-traditional (word-of-mouth, billboards, special events, etc.) mediums for my outreach efforts?
- Am I evaluating potential mediums based on ROI and not only cost and overall appeal?
- Can I sustain the development of content for the mediums I select?

SYSTEM DISPLAY ▲



MESSAGING TIPS

- Grab the recipient's attention with information that is interesting and relevant to them
- Clearly state what differentiates you from the competition
- Communicate the desired result of your audience
- Keep your messaging short, simple and benefits-focused
- A picture is worth a thousand words
- Stake your claim – your position in the marketplace
- Be true to your brand – reinforce what your brand is about
- Include a call to action and ALL of your contact information

SYSTEM DISPLAY ▲



Cool is not necessarily the rule
Base your decisions on ROI
“Never confuse effort with results!”

SYSTEM DISPLAY



MEDIUMS FOR CONSIDERATION




SYSTEM DISPLAY



EXERCISE →

- Complete Five To Six Key Messaging Statements For Your Business
- Create A Short List Of The Mediums You Feel Will Best Work For Your Business

ROADSIDE ASSISTANCE



MESSAGING TIPS

In this day and age when consumers are inundated with advertising and marketing messages, it's important that you capture their attention as quickly as possible with a message that adds value to their lives. Use the following guidelines to help create effective messaging for your business.

- Grab the recipient's attention with information that is interesting and relevant to them
- Clearly state what differentiates you from the competition
- Communicate the desired result of your audience
- Keep your messaging short, simple and benefits-focused
- A picture is worth a thousand words
- Stake your claim – your position in the marketplace
- Be true to your brand – reinforce what your brand is about
- Include a call to action and ALL of your contact information

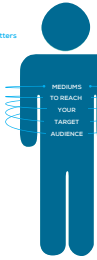
STOP With so many new "cool" ways to reach out to your target audience, it's easy to get lured into spending money on the "latest and greatest" method and not necessarily the most cost effective. Resist doing something simply because that's what everyone else is doing. Base your decisions on ROI and what best works for your business. Remember, "Never confuse effort with results!"

NOTES

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MEDIUMS FOR CONSIDERATION

The various ways to reach your target audience continue to evolve as new and innovative mediums to engage consumers are being created what seems like every day. Use the following list as a starting point when considering the best mix of mediums to use for your business.



- ✓ Magazine Ads & Articles
- ✓ Flyers, Post Cards & Newsletters
- ✓ Newspaper Ads & Circulars
- ✓ Direct Mail
- ✓ Brochures & Sell Sheets
- ✓ Community Sponsorships
- ✓ Special Events
- ✓ Referral Marketing
- ✓ Public & Media Relations
- ✓ E-mail Marketing
- ✓ Blogging
- ✓ Social Media
- ✓ Webinars & Banner Ads
- ✓ Webinars, White Papers & E-books
- ✓ Television Commercials
- ✓ Signs, Banners & Posters
- ✓ Cross Promotions
- ✓ Trade Shows

- ✓ Mobile Marketing
- ✓ Digital Marketing
- ✓ Video Marketing
- ✓ Augmented Reality & QR Codes
- ✓ Networking & Word-Of-Mouth
- ✓ Radio Commercials
- ✓ Public Speaking
- ✓ Telemarketing
- ✓ Loyalty Programs
- ✓ Company Vehicles



EXPENSE REPORT



EXPENSE REPORT



DESTINATION

One final section to complete
Developing a budget



RETURN

A completed marketing plan budget.

EXPENSE REPORT



COURSE

1. What is my company's revenue goal for the year?
2. How many new customers per month do we need to reach this goal?
3. What is the number of sales leads we need to land one customer?
4. How many leads do we need per month to reach our revenue goal? (The answer to question 4 is the result of multiplying the answer to question 2 by the answer to question 3.)
5. What marketing activities are most likely to give us this amount of leads?

EXPENSE REPORT



ROADSIDE ASSISTANCE

Budget Template



How much should I spend on marketing?

Quick answer - 3%-8% of overall sales; 5% the "norm."

The truth of the matter is it is what you can afford

Do your homework, consider all options and choose wisely

EXPENSE REPORT



Marketing Budget Calculator

www.ideaworks.marketing

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MARKETING

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Overall Budget

Annual Sales	
Percentage of Sales for Marketing	5.00%
Marketing Budget	-

Progress

Your Overall Budget Is	-
Your Costs to Date Are	\$ -
Remaining Marketing Budget	-

Allocation of Overall Budget

Percentage		
20%	Website/Branding	-
30%	Online	-
10%	Advertising	-
5%	PR	-
30%	Event Marketing	-
5%	Other	-
	Other	-
	Other	-

Total Budget -

NOTES: Enter notes regarding your allocation decisions/rational

Enter each month by category your total spend - this amount will deduct from your overall budget so you can monitor spending

Category	Jan	Feb	Mar	April	May	June	July	Aug	Setp	Oct	Nov	Dec	Total
Website/Branding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Online	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Event Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Totals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Please visit our BLOG at www.ideaworks.marketing to download this template

GPS MARKETING PLAN TEMPLATE

GOALS



STRATEGIES



TACTICS



MESSAGING



MEDIUMS



BUDGET



RESOURCES



Electronic copies of the **GPS Workbook**, **Budget and Marketing Plan Template** can be found by visiting our company's blog at:

www.ideaworks.marketing on our **BLOG**

RESOURCES



Following are a number of additional resources you can reference when creating a marketing plan for your business.

Small Business Administration
American Marketing Association
Content Marketing Institute
Forbes
Inc.
Entrepreneur

**"If you fail to plan,
you are planning
to fail!"**

– BENJAMIN FRANKLIN

Forbes Inc. Entrepreneur



QUESTIONS?

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