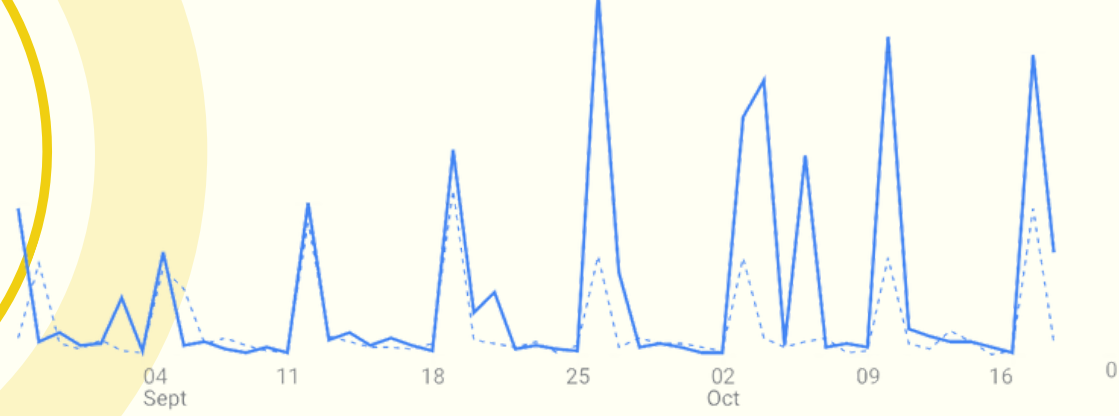




Your 2023 Marketing Plan.

5 steps to help you develop a successful marketing plan for the new year.



"Failing to plan is planning to fail"

Whenever we are asked, "*What is the most important thing in Marketing for a business?*", our answer is always the same:

TO HAVE A PLAN!

Gone are the days where business owners could only rely on "word of mouth" for new business. These days, a lot more is required from us to be on our target audience's minds when the right time comes to them wanting (or needing) to choose you.

Out of all the competition, they need to choose you.

And you not only want to be chosen by any potential client, but the *right one*.

One of our favourite times to create a brand new marketing plan is of course, the new year.

What better time to plan ahead and commit to ourselves, our business and our goals with a new direction?

Why your business needs a marketing plan:

To help you understand better where your business is at now. This helps *identify what your business goals are* & how to achieve them.

Your marketing strategies will be aligned to your business goals. This will make your *every day activities practical yet efficient* to achieve your business goals.

You can *set priorities and focus on the things that actually matter*.

“Creating a detailed plan and sticking to it gives you a **30% greater chance** of growing and doubling your business.”

This guide aims to help you build your own marketing plan to get ahead of 2023. Keep reading...

Contents

01

New year, new you... (not quite)

02

Meet your competition

03

But focus on your Target Audience...

04

Set your Goals

05

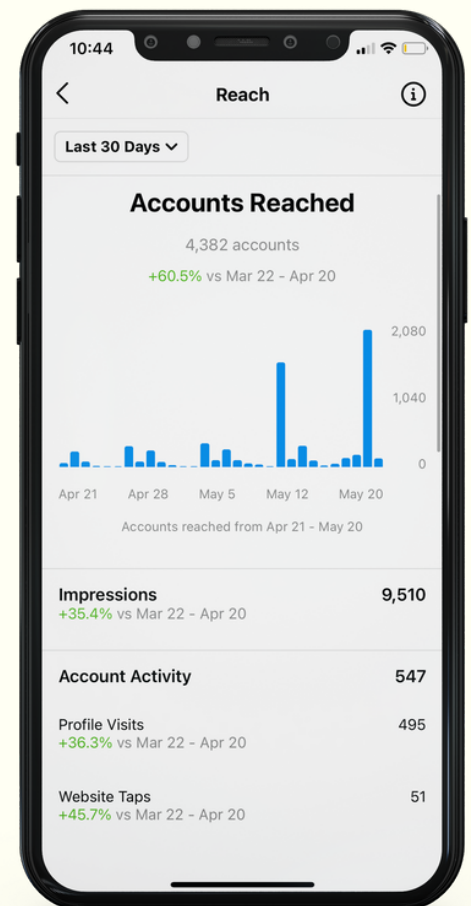
Choose your Channels

06

Build a Plan

07

**Your very own
*2023 Marketing Plan
Template***



New year, new you... (*not quite*)



Sometimes, we have to start by going back to basics and checking that the foundation of our business is secure enough to build on top of. This is what you should do before creating any kind of plan to move forwards.

Revisiting your company values and your mission statement can remind you of basics you may have forgotten about in the last few years.

If you don't understand your mission and messaging, how are you going to communicate that to your clients, suppliers or even your own team?

Businesses should not change identity on a frequent basis. However, if it has been a while since you have visited yours, we recommend working out your ideal message, and then, looking at your yearly missions and goals..

The next step is to look at what you have **actually done** in the last year or so. To do this, we always recommend carrying out an audit of your digital presence

In order to understand how to get to where you want to be, you should understand where you are currently at.

An audit of your current activities involves asking questions such as:

Where are you currently communicating?

What is your content like?

What methods of communication have worked best to engage with your potential clients?

What posts/articles have performed well for you in the past?

Have you googled yourself? What do you wish came up? What doesn't come up?

We always recommend creating a table or a checklist with these questions.

**And what better time to do this
than ahead of the New Year?**

Example Audit

- What is our company mission?
- What is our brand's tone of voice (TOV)?
- What are our company values?
- Are our branding, content and messaging aligned with these?
- What channels should I keep working on?
- When I google our business, what comes up? Could a lead find us on here?



Meet your **Competition.**

One step that is commonly skipped when creating a new plan, is refreshing your knowledge on the competition.

To fully understand your market and where you stand, you need to look at the businesses you are competing against. This involves researching both direct and indirect competitors to gain an insight into their products, services, sales and marketing tactics so that you can learn what is working for them, and how you can do it *better* or *differently*.

Remember, your business is about your audience, not your competition. But many clues lie here...

The benefits of conducting competitor analysis:

- 1** It enables you to identify your business's unique value proposition (what you can offer that others don't). These selling points influence your marketing strategies and add value to your business by showing your target audience that you have something they cannot find elsewhere.
- 2** It provides you with a benchmark in which you can measure your growth against. This is incredibly useful when your marketing plan is in full swing and you want to measure its success.
- 3** Gaining an in depth knowledge of the market and your competitors allows you to develop new ways for your audience to perceive your business, services and brand value.

Finding out what your competitors are missing can influence innovative and unique answers to help you curate marketing strategies.

- 4** You can uncover market trends which help you to stay relevant, adapt to change and establish marketing strategies that are effective and successful.
- 5** Don't overcomplicate it. Researching your competitors' channels can give you real-life simplistic data and ideas that can help navigate yours. Don't overthink it and instead, look at what is right in front of you.

But *focus* on your target audience (TA)...



Once you know yourself and learn about your market, it's time to dive deep into who you are targeting. All of your communications and strategies will fall flat if they aren't appealing to the people receiving them.

The benefits are similar to those of knowing your own business, it enables you to make decisions and tailor strategies that are better fitted for your audience.

You can even think about 1-3 large companies on your radar and use this as your "buyer persona" profile.

This way, you are increasing the chances of reaching the people you want to.

We cannot rely on studying human behaviour by only looking at repeated patterns online. Because...

1) People's behaviours & actions change on the daily

and 2) A lot of the time, we say 1 thing and do another.

Which is why a great starting point is to picture your ideal client.. Then look at their day-to-day and think about how you can really even come across their radar. Then, look at their recent **actions**. How they have come across other suppliers before... how they engage with **their** target audience on their own network.

How do they communicate with others on social media platforms? What are their go-to channels and how much time do they tend to spend on it? Do they spend more time offline? Do they attend specific events?

You will 100% find those "Clues" that will make you feel closer to them. This is something that should form part of your **ongoing** strategies and analysis as you embark on your marketing plan (re-visit these behaviours every 6-12 months).

And *reminder: it is not about attracting as many clients as you can. It is about attracting the right ones.* Figuring out their needs, wants and behaviours and how you can actually help solve their biggest problems.

The question isn't
"How do I get more clients?"
it should be...
"How do I get the right ones?"

There are many ways to get to know your target audience, but the most effective way is to put yourself in their shoes... literally.

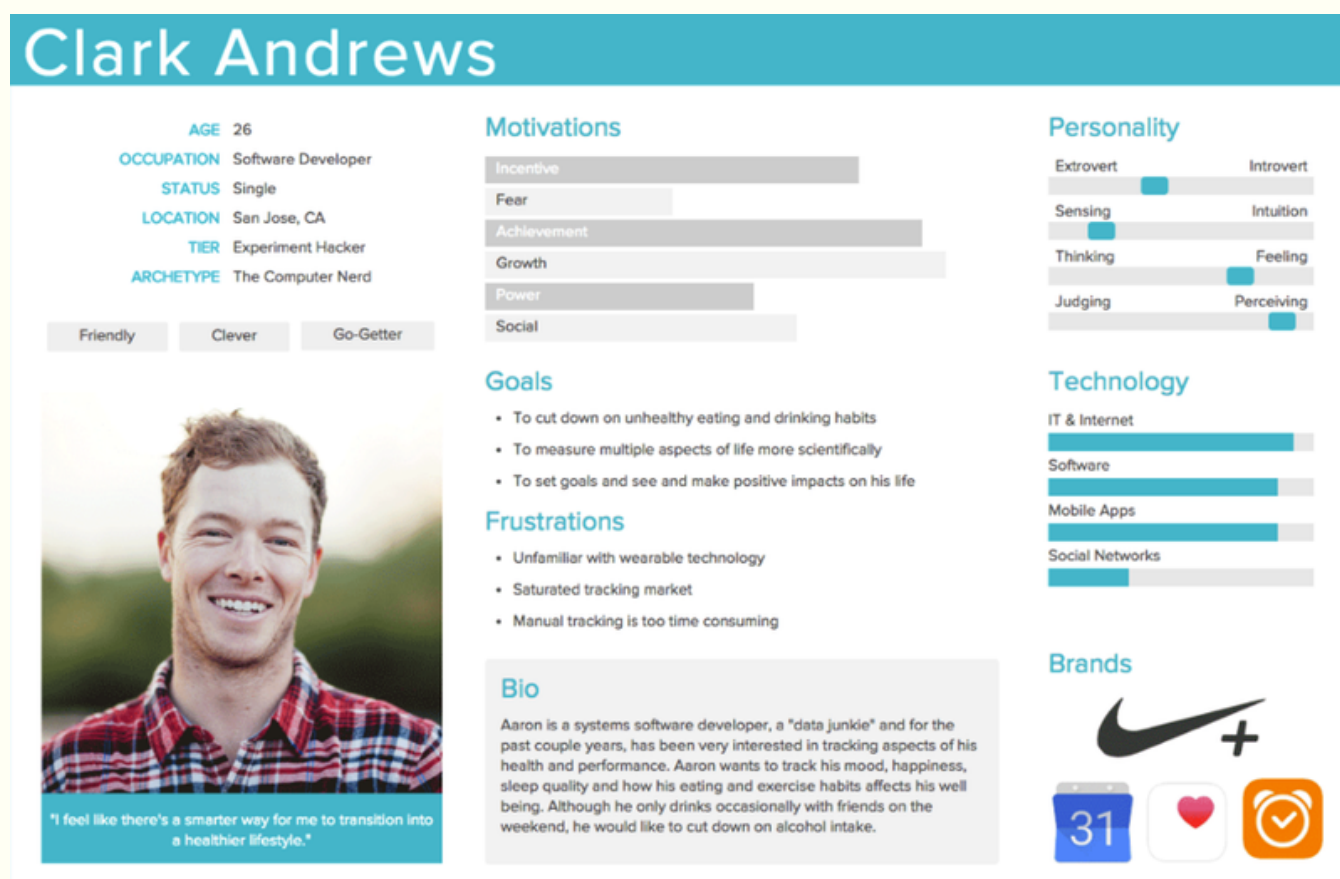
We are huge advocates of creating in-depth studies of customer personas and building "profile ID's" by identifying your 2-3 ideal buyer personas and creating a memoir of who they are that you can look back on and use for your marketing activities.

This tool can help you gain a better understanding of a person by recognising their key traits, needs, wants and tendencies. We say tendencies because they may not necessarily define their behaviour as a person but rather define a behaviour over a specific period of time.

This is usually a study you can work on with an agency or a specialist in consumer behaviour and marketing for an in-depth analysis.

However you might also be able to at least build a prototype of your ideal client by figuring out what YOUR business wants to sell, the value, the appeal and the right market for it.

Customer Persona Profiles / ID Cards look a little like this:



Set your Goals

Naturally, before we make a plan, we need to know the direction we are wanting to head in. In order to carry out successful marketing strategies, you need to set your goals to gain clarity and focus on what you are working towards.

These should be marketing goals and not necessarily sales or long-term business ones. We always like to look back at the audit, the market, the target audience and then set specific goals in accordance to all of those.

Here is an example of goal you might think about:

"I want more website visitors and enquiries"

That's great... But it still begs a lot of questions. How many visits would you like to get on a weekly basis? What is a realistic timeline to achieve this?

The key to setting a successful goal isn't the ambition, it's in the detail. Be as specific as possible. In marketing, we like to use "S.M.A.R.T." goals:



It is also important to tie in your marketing goals with your business goals. This will create meaningful goals that will help achieve long-term success.

E.g., if you have a sales revenue goal for the next 12 months, **break it down** into monthly revenue goals **and work backwards** to figure out how many website enquiries you would need to convert to help you achieve that monthly revenue. From this, you can set communication activities that focus on increasing website enquiries with a number in mind.

Choose your Channels.



Once you have identified your target audience, your research should indicate the places you can find them at. In today's world, a huge part of that will be digital. E.g. social media platforms like LinkedIn and Instagram. But also, online magazines they are subscribed to, blogs they may read, newsletters, etc.

You then also have offline channels, like in-person events and conferences, as well as places that form part of their day-to-day (E.g., if they travel via public transport, print advertising on the underground could be a great tactic).

TOP TIPS

Consider which channels will achieve a long-term impact. To maximise the success of your marketing efforts, you need to ensure that you are not only appealing to new customers, but that you are also nurturing existing ones. If you create a brand new marketing channel strat, great! But don't forget the people that you have reached previously.

Whatever your goals are, there will be a variety of channels but the most important these days will be arguably digital ones, as they also tend to be lower in cost and have the potential to reach a mass number of people at once.

You do not also have to be on every single channel you might come across. You should select your channels in accordance to your resources (e.g. time and budget) available, as well as where you will be *reaching the right people, not the most*.

You should still however be wise in your choices to maximise reach in the channels you do choose.

Some of the questions below can help you identify those channels.

Revisiting your brand

- What service/product are you trying to promote?
- Which channels best reflect your business's tone of voice?

Knowing your TA

- Which channels do they spend the most time on?
- Which channels influence them the most?

Analysing the competition

- Where are most of their communications taking place?
- Which channels do they gain the most engagement from?

See our next page for a diversified analysis of various channels you can choose from.

Key Channels to consider:

Social Media

- The most personal channel, where your brand can be more interactive through storytelling, which helps you connect with your target audience.
- Allows the chance for real-time engagement with commenting, reposting and reacting
- Great for obtaining data on your audience, growth and engagement

Public Relations

- Using media channels to promote your organisation and create a positive public perception
- Boosts brand awareness which can help acquire new leads
- It focuses on growing consumer relationships and gaining trust through strong story telling and connecting with consumers

Email Marketing

- You can personalise content that will appeal, build trust and deepen consumer relationships
- You can directly reach a potential client's inbox as frequently as you wish.
- Ability to identify and nurture leads over a period of time to help conversation rate and sales.

Search Engine Optimisation (SEO)

- This refers to increasing your website visibility when people search for key words related to your business on search engines.
- The better visibility your pages have in search results, the higher the probability of attracting prospective clients to your business outside your own channels.

Campaigns/Paid ADs

- Campaigns can be a great goal-specific, fun targeted activity for your target audience in a relevant and interactive way that generates lots of interest.
- Paid ADs can increase brand exposure in spaces that target your ideal audiences.
- Both are great ways to increase website traffic.

Events / Conferences

- Showing your business in-person can increase awareness and exposure in a personable and tactile way some digital channels cannot.
- These are a great way to generate new leads and create business connections
- Great way to reach masses amounts of your audience and network within the industry.

Shop / Website

- An **ESSENTIAL** part of your marketing plan that will strengthen your brand identity and message, usually the first touch-point of your customer journey.
- A way to gain new leads
- Great to think of these as your "portfolio". What do you want others to see & know?

Sponsorship

- Ability to increase brand visibility and connect through partnerships.
- Sponsorships can enhance your content marketing, customer perception, CSR...
- This can be a great way to communicate your brand values and create connections

Build a Plan

Now that you have all the necessary tools and research, it's time to compile, evaluate and distill all of your key information. From this evaluation, you should begin to see gaps that you can fill, opportunities you can take and goals you want to reach. And to put this all together, you need to create a plan.

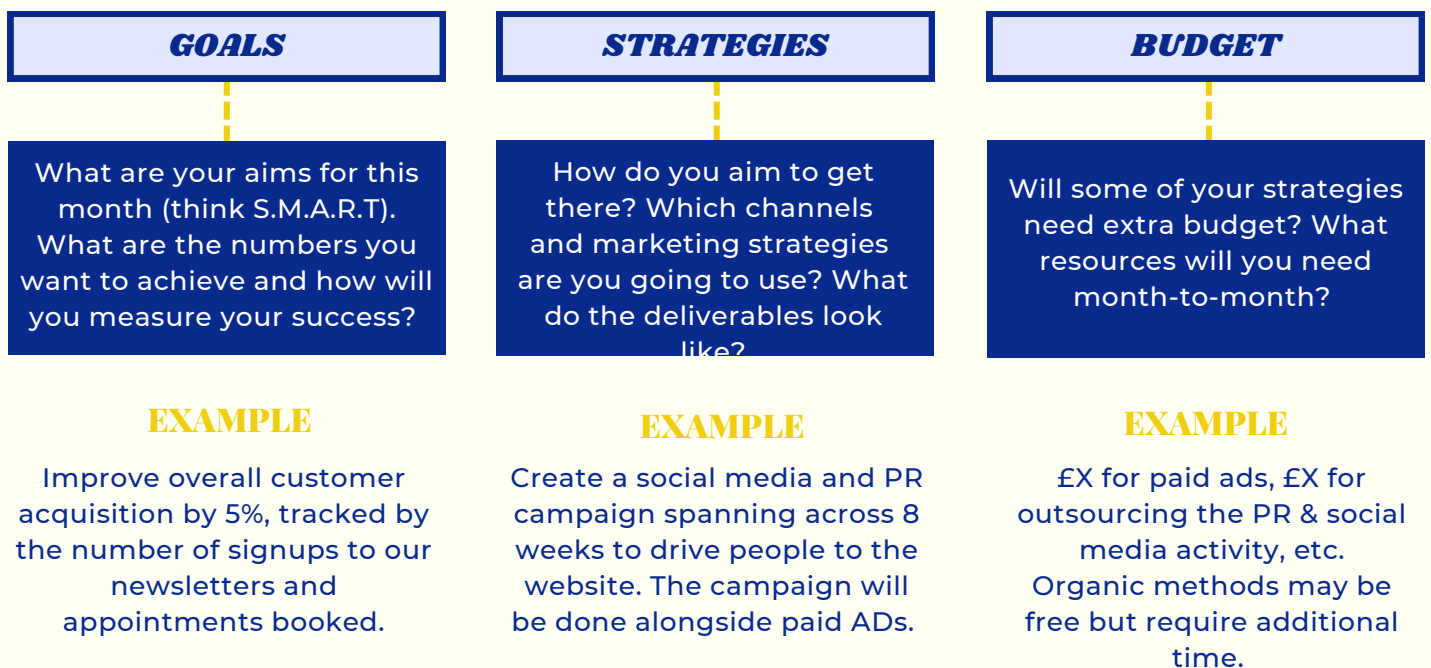
Once you have chosen the appropriate channels for your goals, it's time to get thinking about your actions and results. KPI's (Key Performance Indicators) are a type of performance metrics that are used to evaluate marketing efforts.

You should absolutely make a selection of these to track frequently in accordance to your activities and knowing how they are performing. They need to be relevant to the channels you choose and the goals you have and will be metrics you include in your plan.

E.g. if your goal is to increase website enquiries, KPIs may include monthly website visits, specific page views, inbound emails, site behaviour, and more.

These can also help you identify patterns between them and analyse what it is telling you about your audience, efforts and how to increase efficiency.

We believe a great plan is formed of 3 main components:



***Find your Free Marketing Plan Template
for you to use ahead of the New Year on the next page ->***

6 Month Marketing Plan 2023



MONTH	GOALS	STRATEGIES & DELIVERABLES	BUDGET
January			
February			
March			
April			
May			
June			

Now you're ready!

We hope that the information in this guide has given you great insight to start planning your business' Marketing Activities ahead of the new year.

We recommend downloading the previous page as a separate PDF and editing it to fill in your marketing plan.

If you found this guide useful, please let us know via e-mail or social media. We can't wait to hear from you!

Exi Creative are here to help:

Book a free consultation

[https://www.exicreative.com/
freeconsultation](https://www.exicreative.com/freeconsultation)

Call:
07588212555

E-mail:
hortence@exicreative.com

Contact us

Website:
<https://www.exicreative.com>

Linkedin:
[Exi Creative](#)

Instagram:
[@exicreative](#)



G R O W E R S . C O N N E C T O R S . C R E A T O R S .