

# The Step-By-Step Marketing Plan to Kickstart Your Year



Grow your business and  
reach your goals

# Developing a marketing plan is fundamental for growing your kiwi business

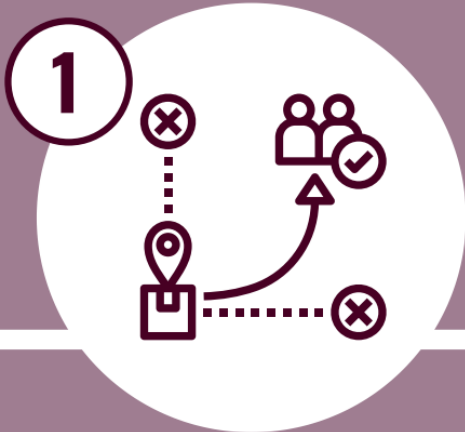


Taking the time to map out how marketing can successfully grow your business is a must-do exercise. To help, we have designed an easy to follow, step-by-step marketing guide to start you on this journey. Follow these 9 easy steps to help you form the basis of your plan.

I am passionate about growing kiwi businesses, so please do get in touch if you need any further help!

*Rosina*

# Your Roadmap to Success



## Find out how well your current marketing works

Before you start making new plans, ask yourself:

- What have you tried in the past?
- Did you get the right results?
- If your campaigns didn't work, why?
- .



## Do a deep dive into your environment

It's important to understand your sector and how it operates.

- Who are your competitors?
- Who are your customers?
- What else (internal and external) could affect your success?
- .



## Decide who your ideal customer is

Make sure your products/services solve the right problems for the right people:

- Who does your product/service appeal to?
- What traits does your ideal customer have?

4

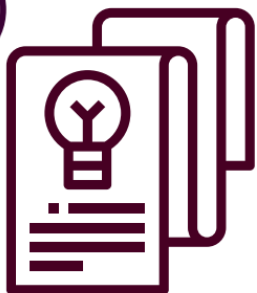


## Develop your brand

Your brand is one of your most important assets. It's what makes you stand out in a crowded market.

- 
- What is your unique selling point?
- What values drive you and your team?
- How can you bring these together to represent your business?

5



## Set your marketing goals

These should tie into your company objectives. Most importantly, they must be SMART:

- Specific
- Measurable
- Attainable
- Relevant
- Time-based

6



## Integrate it all using the 7Ps

Make sure you address each of the marketing elements:

- Product
- Price
- Place
- Promotion
- Physical Facilities
- Process
- Personnel



7



## Decide which communication channels to use

The channels you use depends on what you're trying to achieve.

For example:

- Attracting new customers: social media, print, radio, website
- Turning interest into action: search, email, social media
- Keeping loyal customers: database marketing, social media, eCommerce

Also consider which channels work best for the different stages of the customer's purchasing process:

- Awareness: social media, webinars
- Interest: emails, targeted content
- Decision: product demos, free trials
- Action: reviews and referrals, shopping cart

8



## Measure your results

This step is often overlooked, but it's an important component of a comprehensive marketing plan. Measuring your results ensures that you know what's working and what needs to change. How do you decide what to measure? Have a think about point 5 and the marketing goals you have defined. Have the actions implemented in your marketing strategy helped to reach those goals?

9



## Review the process

Regular reviews ensure that every dollar of your marketing spend is being used for best results. There's generally always something that can be refined and implemented more effectively - look for the weak points in your marketing plan, and then make a plan for how it can be done more effectively.

# Where to next?

## It's time to take action!

I have provided you with a notes section on the next page, and will be emailing you over the next two weeks to check in on your progress.

The steps provided in this guide will be supported with 3 bonus videos from myself to help you put these tips into ACTION! Profitability is in the 'doing', so let's get cracking.

I'm looking forward to seeing your results and helping you grow. As always, any questions - get in touch for a chat!

"Rosina was able to tailor her approach to our distinct needs and ultimately help us develop a sales and marketing strategy that has buy-in from all members the team."  
- Ergo Consulting

"With Rosina's help we have been able to articulate our core values and vision. This is now reflected in our brand - we now have a new formal marketing plan, new logo, new brochures and a new website."  
- GBS

"Rosina worked with us to change our focus and business name, then develop a marketing strategy to get the kinds of jobs we knew we wanted to work on. I have already recommended Energise to other companies and colleagues and would not hesitate to do it again."  
- Origin Fire

# Marketing Notes

[illegible]