

## Marketing Plan

### Why we developed this service:

Whether it's generating more leads, or selling more to your existing customers, we want to help you achieve marketing success. We'll work with you to set your marketing goals and determine the actions required to achieve them.

It's essential for business owners to understand their marketing KPIs and measure the effectiveness of their various marketing strategies. Our goal is to ensure you're spending your marketing budget on the activities that will give you the highest return.

### Who should have a Marketing Plan session?

Every business should have a Marketing Plan. Would you like to:

- Increase the return on your marketing investment?
- Develop a clear outline of the marketing strategies that will work for your business?
- Understand the marketing KPIs you need to monitor?
- Set SMART marketing goals to achieve over the next 12 months?

### What is involved?

You'll attend a four-hour planning session facilitated by Drew Accounting Services Ltd to:

- Identify your purpose, target market and unique selling point
- Discuss your product mix, positioning, and promotion strategy
- Set your marketing goals for the next 12 months
- Identify your marketing KPIs and know how to measure them
- Establish an action plan to achieve your goals

We'll provide you with pre-work to complete prior to your Marketing Plan session so you can identify any issues discuss. This allows us to understand your current marketing strategies and prepare any resources required for the session. Following the session, we will send you a succinct Marketing Plan along with Meeting Minutes and additional resources to ensure you get the best return on your marketing investment.

### When should I have a session?

The best time to develop your Marketing Plan is at the beginning of a new financial year. However, if you don't already have a Marketing Plan in place, any time is a good time!

**Benefits of a Marketing Plan:**

- Review the purpose of your business
- Identify your target market
- Understand your unique selling point
- Develop your marketing strategy
- Set your marketing goals for the next 12 months
- Discuss strategies to achieve your marketing goals
- Plan your marketing campaigns for the next 12 months
- Identify and monitor your marketing KPIs
- Understand which marketing strategies are most effective for your business
- Develop a template to review actual results against your targets
- Achieve a better return on your marketing investment