

# A guide to using the marketing plan template



Small Business  
Development Corporation

133 140  
[smallbusiness.wa.gov.au](http://smallbusiness.wa.gov.au)



# Writing your marketing plan

This is a guide is to assist you in writing your marketing plan using our standard [template](#).

## First steps

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- **Undertake research**

Key decisions need to be made before you can complete your plan, such as deciding on your business structure and determining demand for your products and/or services.

- **Use the italicised text provided in the template**

It's there to provide guidance on responding to questions. Sections or questions that do not apply to your business can be removed or ignored.

- **Seek advice and assistance**

If you need help to complete your plan contact us on 133 140 or speak to the Business Local service provider in your area.

- **Don't rush to complete your plan**

Take your time and check for errors, it doesn't have to be completed in one session. Start with the sections that are most important and then revisit any incomplete sections.

## Summary

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Even though the summary will be read first, it is easiest to write it last – providing an overview of the plan.

Make it clear and concise; include only the most important elements, keeping it at a maximum of half a page. To create the summary go back over your plan, pick three or four key messages and write a brief overview.

The summary may contain a brief overview of your:

- products and/or services
- target market
- competitive advantage
- anticipated sales, profits and market share

## Market analysis

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You can analyse your market place by undertaking PEST and SWOT analyses. PEST looks at the external environment while SWOT looks at internal factors. The two tools complement each other.

Information from the following sources will help you complete your analyses:

- Government statistics
- IBISWorld provides information on the present performance of industries and projections of up to five years. Visit us to access a full report for your industry free of charge.
- Industry associations

## Market segmentation and customer analysis

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### Market segmentation

Segmenting your market is crucial; trying to promote your product to everyone is costly and inefficient. Target potential customers by dividing them into smaller groups (segments) based on certain characteristics such as:

- geography – their location
- demographics – age, gender, education level, income, occupation
- behaviour – loyalty, attitude, readiness to buy, usage rates
- lifestyle – social class, personality, personal values.

### Market research findings

Market research is an effective tool to assist your planning. It is about collecting information that provides an insight into your customers thinking, buying patterns, and location. It can also assist you in monitoring market trends and keep an eye on what your competition is doing.

In this section, provide an overview of your market research findings. Our website has more information on market research.



## Objectives and goals

### Mission statement

A mission statement describes the fundamental purpose of the business. It must capture the essence of your business in one or two sentences, including the purpose of your business and target market. It should convey to people a sense of why the business exists.

### Marketing objectives

Your marketing objectives should generally outline how you intend to achieve your mission.

### Marketing goals

Your goals outline how you are going to achieve your objectives. Generally your marketing goals will relate to:

- increasing sales
- building demand for specific products and/or services
- increasing awareness among specific target markets
- maintaining customer loyalty

Make your goals SMART.

## Marketing strategies

### Pricing strategy

- What is your cost of goods sold? (How much it actually costs to produce your product or service.)
- What are your operating expenses?
- What profit do you want to make from your business?
- What are your competitors charging?
- How sensitive to price are your customers?

### Product strategy

- What are your core products or services?
- What level of quality and consistency does the product need to achieve?
- Will the packaging, labelling and branding appeal to your target market?

### Place strategy

- How you will sell to the customers; online store, retail outlet, via a wholesaler or agents, etc
- How long it will take to get your product or service to your customer
- If you are supplying goods what packaging you will be using?
- If you are posting items which freight methods will you be using and how you will you price it?
- How you will handle large shipments or orders?
- Which system will you be using for processing orders, returns, shipping and billing?

### SMART goal

<b>S</b> pecific	Goals need to be well-defined and focussed
<b>M</b> easurable	You can only manage what you can measure
<b>A</b> ttainable	Realistic and achievable; don't aim too high too fast
<b>R</b> elevant	Appropriate for the current economic conditions and realities of your business
<b>T</b> ime-based	Set within a time frame so the goal doesn't get pushed aside

## Promotional strategy

Customers will only find out about your product or service if it is promoted appropriately.

Strategies may include:

- advertising – magazines, newspapers, business directories, radio
- sales – discounts, competitions, customer loyalty programs
- public relations – media releases, events
- personal selling – trade shows, expos, salespeople
- direct communication – email, bulk mail, telemarketing, point of sale displays
- digital communication – website, blog, social media

For more information on marketing your business attend our **Spreading the Word – marketing your business** workshop.

## People strategy

- How many staff will you need to operate your business?
- What skills do they need?
- How will you train your staff to deliver the best service possible?

## Process strategy

- Which customer service procedures and business processes do you need to establish to ensure that your sales process is smooth?

## Budget and risk management

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### Marketing budget

A general rule of thumb is to spend three to five per cent of your actual or expected annual turnover on marketing. If your business is new you will need to inject more funds to build your business profile. Your budget may include advertising, designing a logo, creating promotional material, website development, etc.

### Customer service strategy

Maintaining good customer relationships and ensuring repeat business is important for success. In this section outline how you intend to develop relationships with your customers. Include information about systems you have or intend to put in place, and how you will measure levels of customer satisfaction.

### Risk management

Conduct a risk assessment and outline how you will manage each identified risk.

Visit our website [smallbusiness.wa.gov.au](http://smallbusiness.wa.gov.au) for more information about marketing.

**Small Business Development Corporation**  
Level 2, 140 William Street, Perth WA 6000  
T: 133 140

[info@smallbusiness.wa.gov.au](mailto:info@smallbusiness.wa.gov.au) // [smallbusiness.wa.gov.au](http://smallbusiness.wa.gov.au) // [facebook.com/smallbusinesswa](https://facebook.com/smallbusinesswa)

