

# MARKETING CHEAT SHEET

Many business owners and entrepreneurs forget that marketing is the heart of their business. You need functional marketing if you want to achieve impressive results for your business. A great marketing plan that outlines your marketing strategy for the forthcoming year, quarter or month will help provide a high-level overview of the business and competitors before you deep dive into specific goals and key performance indicators (KPIs) that you will be tracking.

The Simple Series team created this quick cheat sheet to remind you what needs to be covered and equally the areas you have already covered in the programme to date.

## Contents

- Your executive summary.
- Your mission, vision and values.
- Identifying your market and the competition.
- Defining your target market.
- Knowing your target audience.
- Your customer avatar.
- Outline your marketing goals.
- Your marketing SWOT analysis.
  - Your business
  - Your client
- Prepare your marketing strategies.
  - What to do
  - How to do it
  - The channels to use it
- Preparing your marketing plan.

## Specific focus

The scope of your marketing plan varies depending on its purpose or the type of organization it is for. For example, you could create a marketing plan that provides an overview of a company's entire marketing strategy (like above) or simply focus on a specific channel like SEO, social media marketing, content marketing etc.

## Calendar

It also helps to look at an overall editorial calendar to help cover topics that maybe relevant to your customer and business at different times of the year.

## Results tracking

Close your marketing plan with a brief explanation on how you plan to track or measure your results. This will save you a lot of frustration down the line by standardizing how you track results across your team.

Like the other sections of your marketing plan, you can choose how in-depth you want to go. But there need to be some clear guidelines on how to measure the progress and results of your marketing plan.

At the bare minimum, your results tracking guidelines should specify:

- What you plan to track
- How you plan to track results
- How often you plan to measure

But you can more add tracking guidelines to your marketing plan if you see the need to. You may also want to include a template that your team or client can follow, to ensure that the right metrics are being tracked.

## Design tips to keep it looking professional

While a marketing plan doesn't necessarily have to be pretty, an impressive design certainly helps if you want your plan to be more convincing.

Presentation is especially important if you're presenting your marketing plan to investors, or if you need to convince your boss to approve your requested budget. Here are some added tips to utilize.

- Keep your design elements like fonts, icons and colours consistent
- Identify, describe and illustrate your target audience
- Visualize important process flows and strategy roadmaps
- Emphasize important statistics, metrics, and numbers in your marketing plan
- Use your main marketing goal to guide your design
- Vary your page designs to make your marketing plan engaging
- Use borders or colour blocks to organize your pages into sections
- Visualize your top channels using charts, icons, and infographics

You don't need to use all of these but even a few will make all the difference to the look and feel of your marketing plan.