

7 QUESTIONS THAT ARE IMPERATIVE TO ANSWER BEFORE PREPARING YOUR ANNUAL MARKETING PLAN

1. What are non-negotiable targets you need to reach in order to keep your business going?
Certain % margin? X sales per month?
2. What is your business's unique selling points (USPs)?
Unique being the important word! What makes a consumer purchase from you rather than a competitor?
3. What is your defined target market?
Too often brands have a blanket approach which won't lead to the best results. Which segment of the market will make you the *most* money?
4. Who are your key competitors?
Maybe they offer the exact same product or are based in the same region as your business.
5. What are your key messages you need to communicate to your consumers?
Effective communication to your key consumers gives you the best results!
6. What activities or campaigns would achieve your business goals?
Time for creativity to kick in! What is a cool, compelling campaign for you to action to meet your business objectives?
7. When are key time periods throughout the year for your business?
Christmas? School holidays? Heritage Day? It is vital for you to communicate with your consumers in these periods.