



Writing a Marketing Plan for Future Growth

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- **Introduction**

- **Why a marketing plan**
 - Better direction
 - Organized – ability for creative time management
 - Tracks where you're headed
 - Motivates you to accomplish goals

- **What constitutes a favorable plan**
 - Questions?
 - Where are we now?
 - Where do we want to be?
 - How will we get there?
 - Who are we, S.W.O.T. process?
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - Positioning statement
 - Tied to your companies "mission statement"
 - What business are you in?
 - Selling Stuff / Solutions to Problems

- **Tools to obtain business**
 - Questionnaires
 - Research
 - Gift offerings, teasers
 - 3 dimensional, interactive marketing
 - brochures, catalogs, flyers
 - Direct mail
 - RTVF – expensive
 - Magazines
 - Billboards
 - PR & Publicity – Press releases
 - Tradeshows: P.O.P.
 - Email – text only, faster
 - Fax promotions – careful of "Spam" mail

- **Pump up the volume...creatively**
 - How will you deliver your message
 - Budget
 - Options examination
 - Action plan
 - Measuring results
 - Hit those emotional triggers
 - Desire for control
 - Revaluing
 - The excitement of discovers
 - “I’m better than you” – EGO
 - Family Values
 - Need to belong
 - Fun, novelty, stimulating & interactive
 - Time
 - The desire to have the very best
 - The desire to be the best
 - Sex and Love
 - The nurturing response
 - A chance to start over again, clean slate
 - Reason and intelligence
 - Self nurturance, ageless and immortal

- **Putting your plan into play**
 - Plan, Plan, Plan
 - Execute
 - Follow-up

Marketing Challenge

Your Positioning statement, ‘what business are you in’?

What is your strategy to get out your message?

Who is your customer?

What are their hot buttons?

What is your “creative” message to your potential and existing clients?

What media or combinations of media will you use to reach the client?

“Get everyone at your company to know your product, how you’re positioning it and how you plan to market it, so everyone is “rowing” in the same direction.”

-Mary Ellen Hudicka, Director of Marketing, Bodek & Rhodes