

SUCCESSFUL MARKETING PLANNING

Marketing is an important function in activity of every company. Nowadays it's almost impossible to run business effectively and receive a nice performance without correct marketing planning. That's why we think it's necessary to write about marketing plan and it's efficient structure.

Our opinion is that marketing plan consists of two basic things: vision and structured marketing plan. We propose for both of them a complicated structure which can and helps to create a marketing plan and it's also often used by many corporations.

Let's start with vision. To solve this issue we propose a simple "3E" model. This model consists of three circles with target questions: 1) what consumer wants? 2) what we want? 3) our possibilities. On the crossing of circles we will find our vision.

After vision is found we think the next to be done is to create a 10 stage marketing plan. Let's see it in details below

Stage one: Business review. 50% of successful marketing plan depends on creating the strong vision based background. We divide it on three parts. First is scope. In it we must make the S.W.A.T. analysis of your company, core competencies and marketing capabilities. Second scope is "product and market review". It includes company and product review, category and company sales in exact market segment, behavior trends (needs of consumer), pricing (market pricing policy), distribution (the amount of distributors at exact market), and competitive review (research of main market players). The third one is target market effectors. This point includes consumer and b2b goals, product awareness and attributes, trial and retrieval data.

Stage two: Problems\opportunities. Here S.W.A.T. analysis of product is important. We should define inside and outside strengths & weaknesses. Opportunities must be separately written as performance targets.

Stage three: Sales objectives. Here sales' planning is needed. We have to use data of stage one. Researches which were done on the first stage must be used in our sales plan. The visual format of this plan is simple. Horizontally must be

written time line, vertically – volumes of sales. This is an efficient usage of many corporations.

Stage four: Target markets and marketing objectives. Each product has its market and possible segment of consumers. It's extremely important to define it.

Stage five: Strategies planning. We think that after launch of any product it will get some segment at the market. That's why it's necessary to have a long time (from 1 to 5 years) plan which we call strategy. The strategy let's us to predict our position at the market in a long time perspective.

Stage six: Communication goals. Depending on target audience, product vision and marketing objectives we must define communication channels and targets of business activities. We also must write what message we want to send our consumer and how communicate product's vision.

Stage seven: Tactical marketing tools. On this stage we can write about ways to affect sells in short perspective. They are: branding, product, pricing, distribution, personnel selling/service, promotion/events, advertising message, advertising media, merchandising, PR.

Stage eight: Marketing plan budget and calendar. Each marketing plan is financially limited that's why the right usage of budget is needed. The best format of it is marketing structure calendar with divided in time costs.

Stage nine: Execution. Without good execution any ideal marketing plan will be a waste of paper and time.

Stage ten: Evaluation. To see the weaknesses in marketing plan after execution is extremely important, in order to minimize issues in future marketing activities.

Concluding the information written before, we want to summarize, that such structure of planning is widely used and being effective in nowadays competitive environment. We hope that we gave the right understanding of that how to create a business plan and that it'll bring you success in your business.