

Do you have a Marketing Plan?

Successful businesses all have two things in common – a thorough understanding of customer needs, and a total dedication to their customers.

This involves the process of knowing:

- / Who their customers are;
- / Their customers' perception of the company and their needs; and
- / How to attract them back time and time again!

The logic is that you gather information about your business and get an insight into the way customers and prospective customers think and make 'buy' decisions. So, take a day out to work on your marketing plan and set some targets.

By the end, you should be in a position to:

- / Have gathered information about existing and potential customers' needs and wants;
- / Have facilitated a discussion about the marketing actions the company should take;
- / Know the unique selling points that your business has and how to take advantage of these;
- / Understand how to differentiate the business from competitors; and
- / Produce a marketing plan.

A marketing plan sets out how you are going to put your business strategy into practice. The marketing plan ensures that everyone in the business knows what you are trying to do and what they need to do to make it happen.