



Take a peek

...at the 6 **M**'s of Marketing

A step by step guide to building a marketing plan

Step 1

Market:
Who are you targeting?

While of course any business owner would be more than happy to have "everyone" as their customer or client, it's just not going to happen. Make sure you know your market inside out, who they are and what they want! This way you will know how best to attract and retain the **RIGHT** clients.

Step 2

Mission:
What is the objective?

Make sure you are clear about what you want to achieve. It could be as simple as growing your email database, or it could be to launch a new product. Unless you are clear about the focus for the campaign it will be very difficult to write your message or select the relevant media.

Step 3

Message:
Specifically, what are you communicating?

Make sure your message is specific and clear. A consumer needs to instantly understand your message and feel encouraged to discover about the product or service you offer.

Step 4

Media:
What vehicle will you use?

Ensure that the media you use is relevant to the message you are portraying and your audience. E.g. If you are aiming your products at children ages 3-10 you may choose to advertise on television at peak children's show times, or in magazine distributed via school bags.

Step 5

Money:
How much have you available to spend?

Make sure you have a budget and try to stick to it! If you have calculated how much you can spend you need to choose your marketing route accordingly. You do not want to be overspending when you cannot afford to!

Step 6

Measurement:
How will the impact be assessed?

Measuring how successful you have been is important in understanding what works for you and what doesn't. Measuring success can be achieved in a variety of ways, e.g. how many new customers you gain, how many clicks you get onto your site or how much profit you are making.



...making marketing plans simple!