

# Create a simple marketing plan

Whatever sort of budget you have, you need to have a plan  
(I know it sounds boring, but you know how the saying goes ...  
“if you fail to plan, you plan to fail”)



So here's a quick and easy way to get started. Firstly (and anyone who knows me by now will know what's coming) ... you need an objective – otherwise how will you know HOW you're going to achieve it and more importantly, WHEN you've got there?

Your objective can be about anything you like, so long as it's clear and precise. For example “to generate an income of £3,000 a month by the end of this year” or “to increase my sales from 10 to 20 items a week” or “to add 100 new contacts to my email database before March”

Once you've decided on your objective, you can create your plan.

**Step 1** - Create a grid containing the months of the year across the top

**Step 2** - Create a list of marketing activities that can help you achieve your objective down the left hand side. This could include advertising, networking, PR, direct mail, newsletters, social media etc

**Step 3** - Highlight any important dates in the year that relate to your business e.g. trade shows, exhibitions, industry events, holidays, special occasions or celebrations

**Step 4** - Start to plot when you're going to carry out your marketing activities (to either coincide with, avoid or complement these events in Step 3)

**And voila! You have a simple marketing plan.**

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