

Develop Your Marketing With Blue Focus



## Introduction to Marketing Plan

## Elements of a Marketing Plan

**Marketing objectives of the business:** The objectives should be attainable and measurable – two goals associated with SMART, which stands for Specific, Measurable, Attainable, Relevant, and Time-bound.

**Current business marketing positioning:** An analysis of the current state of the organization concerning its marketing positioning.

**Outline of the business target market:** Business target market demographics.

**Marketing activities:** A list of any actions concerning marketing goals that are scheduled for the period and the indicated timelines.

**Key performance indicators (KPIs)** to be tracked

**Marketing mix:** A combination of factors that may influence customers to purchase products. It should be appropriate for the organization and will largely be centered on the 4Ps of marketing – i.e., product, price, promotion, and place.

**Competition:** Identify the organization's competitors and their strategies, along with ways to counter competition and gain market share.

**Marketing strategies:** The development of marketing strategies to be employed in the coming period. These strategies will include promotional strategies, advertising, and other marketing tools at the disposal of the organization.

**Marketing budget:** A detailed outline of the organization's allocation of financial resources to marketing activities. The activities will need to be carried out within the marketing budget.

**Monitoring and performance mechanism:** A plan should be in place to identify if the marketing tools in place are bearing fruit or need to be revised based on the past, current, and expected future state of the organization, industry, and the overall business environment.

## Purpose of a Marketing Plan

To clearly define the marketing objectives of the business that align with the corporate mission and vision of the organization. The marketing objectives indicate where the organization wishes to be at any specific period in the future.

The marketing plan usually assists in the growth of the business by stating appropriate marketing strategies, such as plans for increasing the customer base.

State and review the marketing mix in terms of the 8Ps of marketing – Product, Price, Place, Promotion, People, Process, Physical Evidence, and Performance.

Strategies to increase market share, enter new niche markets, and increase brand awareness are also encompassed within the marketing plan.

The marketing plan will contain a detailed budget for the funds and resources required to carry out activities indicated in the marketing plan.

The assignment of tasks and responsibilities of marketing activities is well enunciated in the marketing plan.

The identification of business opportunities and any strategies crafted to exploit them is important.

A marketing plan fosters the review and analysis of the marketing environment, which entails market research, customer needs assessment, competitor analysis,

PEST analysis, studying new business trends, and continuous environmental scanning. A marketing plan integrates business functions to operate with consistency – notably sales, production, finance, human resources, and marketing.

## Structure of a Marketing Plan

### Marketing Plan Objectives

This section outlines the expected outcome of the marketing plan with clear, concise, realistic, and attainable objectives. It contains specific targets and time frames.

Metrics, such as target market share, the target number of customers to be attained, penetration rate, usage rate, sales volumes targeted, etc. should be used.

### Market Research – Market Analysis/Consumer Analysis

Market analysis includes topics such as market definition, market size, industry structure, market share and trends, and competitor analysis. Consumer analysis includes the target market demographics and what influences their buying decisions – e.g., loyalty, motivation, and expectations.

## Target Market

This defines the target customers by their demographic profile, such as gender, race, age, and psychographic profile, such as their interests. This will assist in the correct marketing mix for the target market segments.

## SWOT Analysis

A SWOT analysis will look at the organization's internal strengths and weaknesses and external opportunities and threats. SWOT analysis includes the following:

**Strengths** are the organization's competitive advantages that are not easily duplicated. They represent the skills, expertise, and efficiencies that an organization possesses over its competitors.

**Weaknesses** are impediments found in the operations of an organization, and they stifle growth. These can include outdated machinery, inadequate working capital, and inefficient production methods.

**Opportunities** are prospects for growth in the business through the adoption of ways to take advantage of the chances. They could include entry into new markets, adopting digital marketing strategies, or following new trends.

**Threats** are external factors that can affect the business negatively, such as a new powerful competitor, legislative changes, natural disasters, or political situations.

## Marketing Strategy

The marketing strategy section covers actual strategies to be included according to the marketing mix. The strategy centers on the 8Ps of marketing. However, firms are also at liberty to use the traditional 4 P's of marketing – product, price, place, and promotion. The 8 P's are illustrated below.

The correct marketing mix is determined by the target market. The most expensive options are advertising, sales promotions, and PR campaigns. Networking and referrals are less costly. Marketers also need to pay attention to digital marketing strategies that make use of technology to reach a wider market and have also proven to be cost-effective. Digital marketing channels, which became popular in the early 21st century, may eventually overtake traditional marketing methods. Digital marketing encompasses trending methods, such as the use of social media for business. Other strategies within the marketing strategy include pricing and positioning strategy, distribution strategy, conversion strategy, and retention strategy.

## Marketing Budget

The marketing budget or projection outlines the budgeted expenditure for the marketing activities documented in the marketing plan. The marketing budget consists of revenues and costs stated in the marketing plan in one document.

It balances expenditures on marketing activities and what the organization can afford. It's a financial plan of marketing activities to be carried out – e.g., promotional activities, cost of marketing materials and advertising, and so on. Other considerations include expected product volume and price, production and delivery costs, and operating and financing costs. The effectiveness of the marketing plan depends on the budget allocated for marketing expenditure. The cost of marketing should be able to make the company break even and make profits.

## Performance Analysis

Performance analysis aims to look at the variances of metrics or components documented in the marketing plan. These include:

**Revenue variance analysis:** An analysis of positive or negative variance of revenue. A negative variance is worrisome, and reasons should be available to explain the cause of deviations.

**Market share analysis:** An analysis of whether the organization attained its target market share. Sales may be increasing whilst the organization's share of the market is decreasing; hence, it is paramount to track this metric.

**Expense analysis:** An analysis of marketing expense to sales ratio. This ratio needs to be compared to industry standards to make informed comparisons.

The ratio enables the organization to track actual expenditures versus the budget. It is also compared to other metrics, such as revenue analysis and market share analysis. It can be dissected into individual expenditures to sales to get a clearer picture.

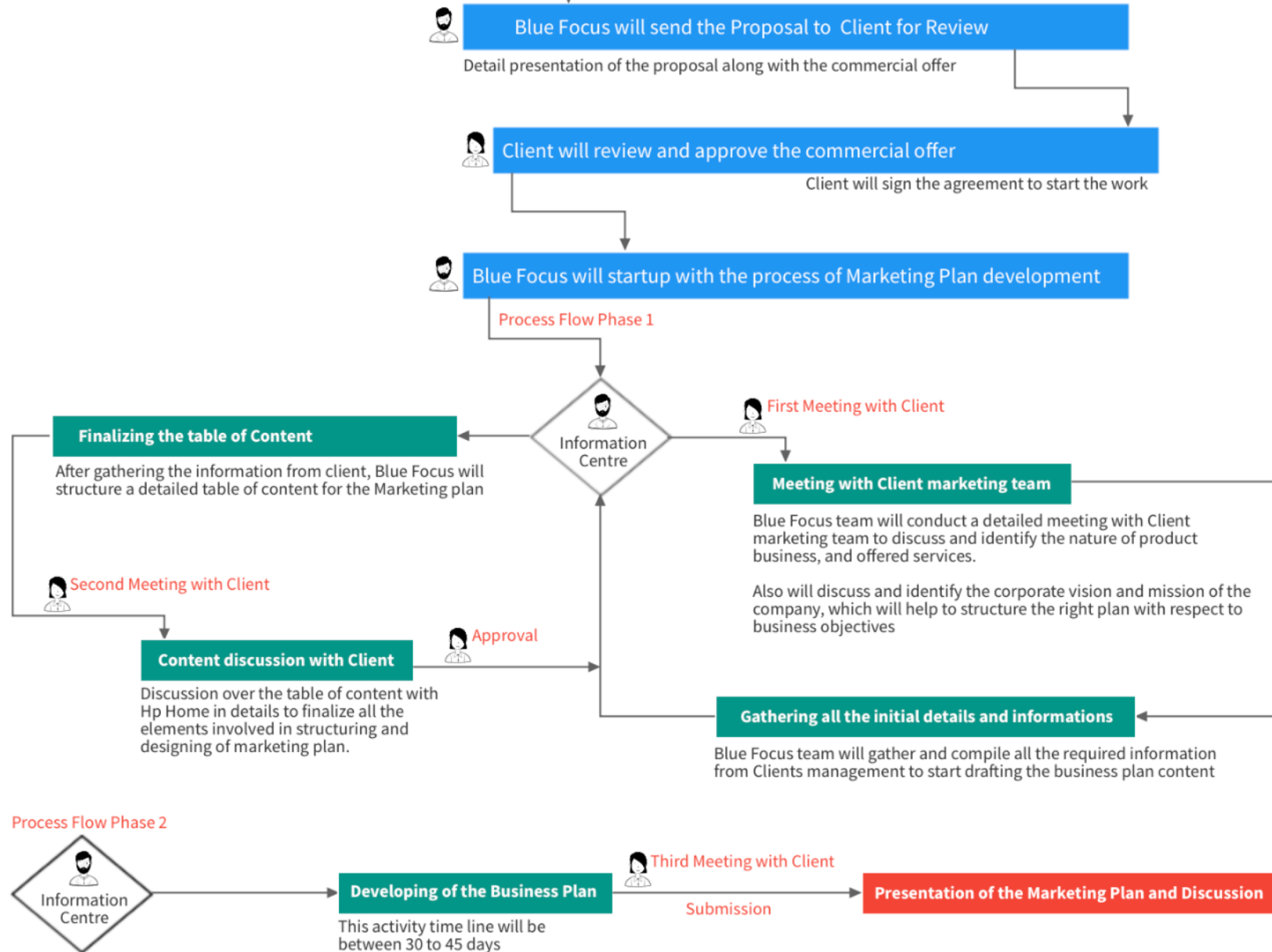
## Administration of a Marketing Plan

The marketing plan should be revised and adapted to changes in the environment periodically. The use of metrics, budgets, and schedules to measure progress towards the goals set in the marketing plan is a continuous process by marketing personnel. There should be a continuous assessment to verify that the goals of the marketing plan are being achieved. The marketing manager should be able to review if the strategies documented are being effective, given the operating environment.



How Blue Focus will Strategize the Marketing Plan

## Process involve in Creation of Marketing Plan



## Project Engagement of Client Team

Owners and Directors of the company

\*Marketing department and team

\*Finance Team

*\*Blue Focus will be in coordination with marketing team and finance team of Client to gather the informations and details which will support in structuring the accurate marketing plan with actual data*

BLUE FOCUS

CLIENT



## Services to Execute Marketing Plan

### Management Services

Blue Focus will provide proper management services to Client for for a minimum contract period of 6 month and maximum contract period of 1 year to execute and control the full marketing operations and to optimize the marketing activities to ensure the best values and to help generate and boost the sales for the business.

### Training of Marketing Team

Blue Focus will organize the proper training of Client marketing team, to develop a proper understanding and of all the marketing activities which are involved in the plan.

The training of team will help them to execute and control all the marketing activities in best effective manner.

### Corporate Identity

Website Design  
Mobile Application Design

Company Profile  
Company Correspondence Material  
Business Cards  
Letter Heads  
Registration Forms Templets  
Invoice Templets  
Purchase Order Templets  
Envelopes  
Employees Name Badges  
Employees Uniofirm  
Office Interior Decor and Sinages  
Others

### Branding Services

#### Marketing Material

Design and development of Promotional campaigns material.

Structuring of company logo, profile, brand theme, website, mobile app and others

Designing of Company marketing flyers, brochures, service books, leaflets, both digital and in printable material.

#### Courses Promotions

Design of the course promotion flyers, brochures, and leaflets

Design course outlines and all the readable material for the courses

Development of social media content for the internet marketing, such as designing of facebook, instagram and google ads.



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Blue Focus Consultancy Services company  
Ho Chi Minh City – Vietnam  
[www.bluefocusee.com](http://www.bluefocusee.com) | [info@bluefocusee.com](mailto:info@bluefocusee.com)



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