

## Your one page marketing plan

Your marketing plan doesn't have to be long and complicated to work. By JOHN MCKENZIE.

**M**ARKETING is without doubt one of the most misunderstood terms in business. It is often assumed that marketing needs to be a complicated process and this means many small to medium businesses operate without a marketing plan – this is like a ship without a rudder.

Marketing plans don't have to be long and complicated to be good. You want a marketing plan that really works for you and your business, one you can refer to easily, one you can understand and more importantly one that can drive your business in the direction you want it to go.

A good marketing plan consisting of keywords and short phrases can fit on just one page! In fact a one page marketing plan can be a living document that can be just as effective as a long winded plan.

The plain simple definition of marketing is finding out what people want and giving it to them - at a profit.

Marketing is just like a large pizza - the pizza has different components and slices that make up the final product. Marketing pizza slices are; Pricing; Products; Place – location/layout; Positioning – meet, beat or counter - image/brand; Promotion (made up of the following ingredients - public relations; sales;

advertising); Merchandising and Market intelligence.

Before writing out your one page plan have a wee think about the following – and jot down a few bullet points under each heading.

**Step 1: Position your business:** Figure out what it is that you do best, figure out what your target market longs for and tell the world that you do that like no one else ever thought of. Maybe it's serving a niche, maybe it's a form of service, maybe it's a way you package your products and services. Know your brand – know what you stand for! Remember your logo is just a visual representation of your brand. Your brand is the core values, attributes, benefits, personality and 'soul' of your business and a whole other subject.

**Step 2: Core messages:** Create several very compelling benefits of experiencing your product and find ways to work them into everything you say and do. Just remember it's not a benefit unless your guests think it is. Your guests don't buy what you sell...they buy what they get from what you sell.

**Step 3: Marketing materials:** Create all of your marketing materials, including your website, so that they speak only of your core messages and your

target market.

### Get started on the roadmap

Below is a sample one page marketing plan. It is not intended to address all the issues and detail that a comprehensive marketing plan would cover. What it does do is give you a fantastic starting point and outlines the three key steps to successful marketing planning.

The fact you have put pen to paper (or fingers to keyboard) means you have had to address the issues in a thoughtful, constructive and meaningful manner. It is your roadmap to success!

You need to commit to implement your plan and consistently monitor its effectiveness and amend when, and if, necessary.

Visit [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz) – this is a fantastic website run by the Ministry of Tourism that has valuable data to support effective planning and decision-making. It is a great resource for your marketing planning.

*John McKenzie runs enthuse Ltd which specialises in adding an enthusiastic creative spark to public relations, marketing communications, media activity, events and conferences. For more information see [www.enthuse.co.nz](http://www.enthuse.co.nz)*

### For example

The way to get started is to grab a fresh sheet of paper and write three headings on the page, each heading a third of the way down the page.

- Where are you now?
- Where do you want to be?
- And, how am I going to get there?

#### Where are you now?

- Currently have 150,000 guests a year.
- They spend on average \$75 each.
- My guests come from inbound operators (50 percent), visitor centre (25 percent), foot traffic (15 percent)

- My total sales are XX.
- I have 25 staff.
- I have X number of units/boats etc..
- My marketing budget is XX.
- My guests are 70 percent domestic and 30 percent international.

#### Where do you want to be?

- I want to increase my guest numbers by 10 percent each year for the next three years.
- Be recognised as the leading attraction/accommodation in my area.
- I want to increase my guest spend per visit by 10 percent by the end of the next financial year.

- Have the best staff and provide the best culture and environment for them to service our guests.
- Be recognised as providing opportunities for staff self improvement.
- Increase the return on my advertising expenditure.
- Increase opportunities for guests to spend money in other areas of the business.

#### How are you going to get there?

- Develop a marketing plan!
- Negotiate some joint venture marketing activity with other leading attractions or accommoda-

tion suppliers – set time frames.

- Targeted advertorial in key community and industry media.
- Targeted sponsorship activity.
- Work on word of mouth and relationships.
- Work harder to understand motivating factors for our guests and staff and develop appropriate strategies and tactics.
- Work my database – how good is it? How well is it used?
- Develop a relationship with the RTO (Regional Tourism Organisation).
- Invest in the best I can afford.