



Marketing & Promotion How to Develop Effective Plans

Prepared by:

KISP Sales & Marketing Solutions Inc.

Mona A. Sharkawy

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Write a Marketing Plan





Did you Know?

✍ Only 3% of Adults have written
GOALS and **PLANS** ✍ They earn
more than the other 97% put
together!

Brian Tracy
The Power of Discipline



Why Plan?

- ✍ If you have a clear **GOAL** and a **PLAN** to achieve it, your focus is fixed on a set course of action. Instead of becoming sidetracked by distractions and diversions, your time is focused on a straight line from start to finish. That is why people with goals accomplish so much more than people without them.

Brian Tracy
The Power of Discipline



Happy New Year!

- ✍ USA Today researchers followed 2 groups who made New Year's resolutions:
 - ✍ Didn't write them down ✍ 4% success
 - ✍ Wrote them down ✍ 44% success!!!

+1100% SUCCESS!



Success

- ✍ The reason most people never reach their resolutions is that they don't define them.
- ✍ Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.

Denis Waitley
*Author, Lecturer & Productivity Consultant
On High Performance Human Achievement*



Success

✍ **YES WE CAN!**



Success

- ✍ A Vision without a task is just a dream
- ✍ A task without a vision is just a job
- ✍ A vision with a task can change the world!



Success

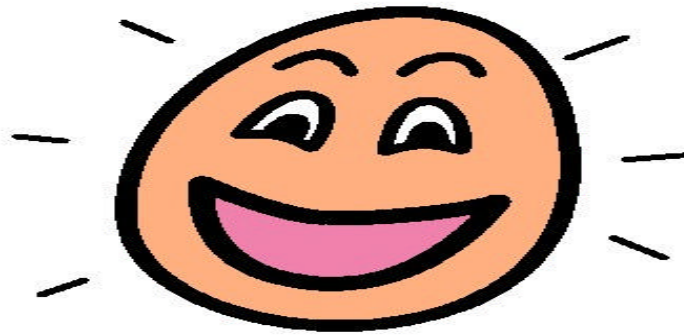


YES WE CAN!



Write a Marketing Plan

excited

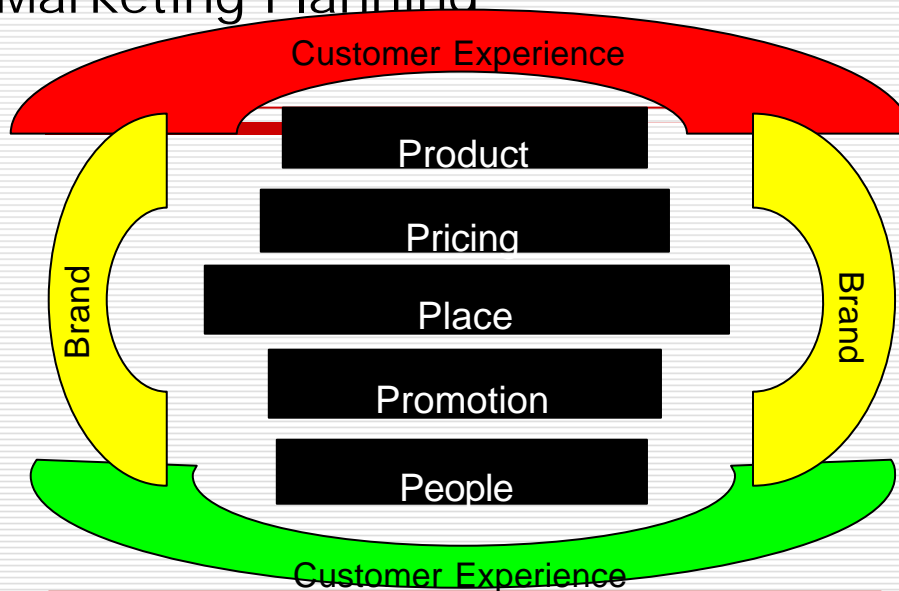


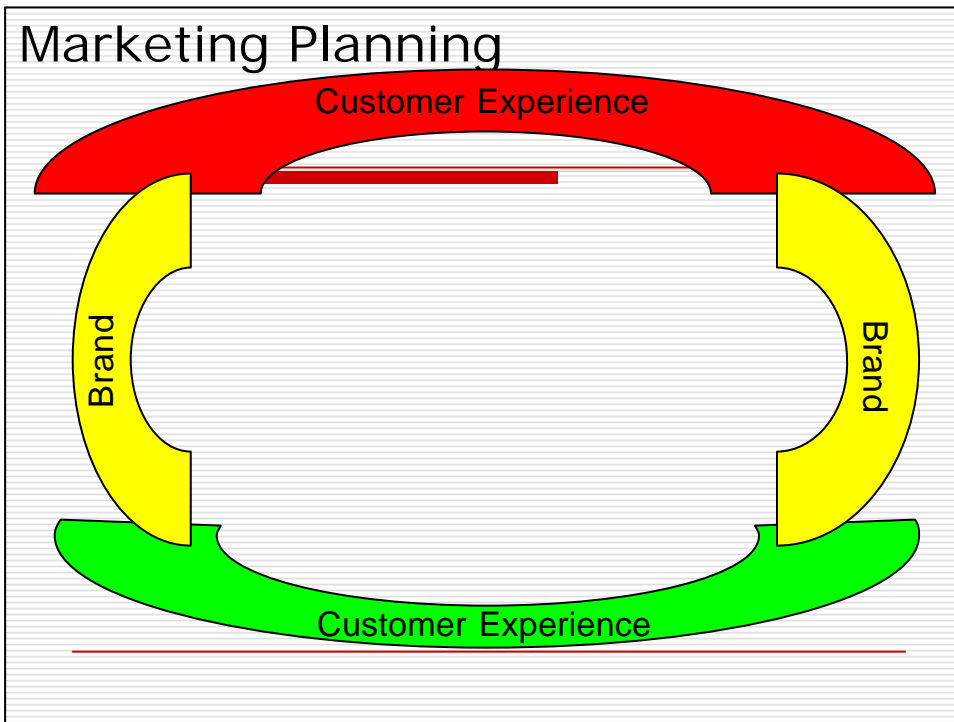
Marketing

- ✍ "... the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- ✍ The term developed from the original meaning which referred literally to going to market, as in shopping, or going to a market to buy or sell goods or services." *Wikipedia*



Marketing Planning






ontario charitable gaming association

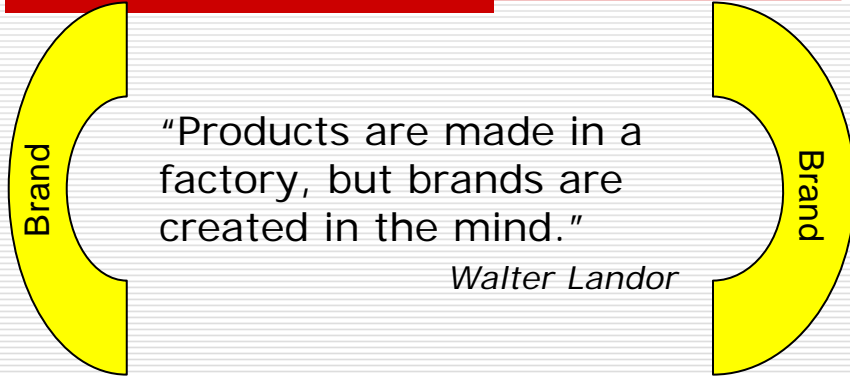
What is a Brand?

"A brand is a collection of experiences and associations connected with a service, a person, or any other entity."

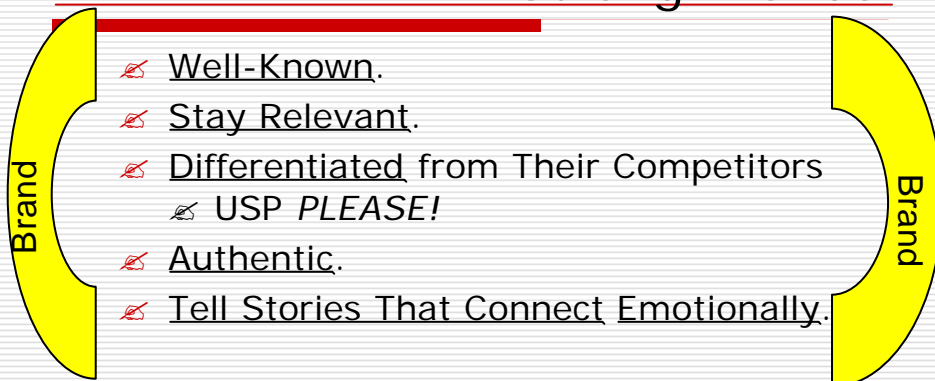
Wikipedia



What is a Brand?



Strong Brands



Brand Essence

What We Are and Are Not:

	<ul style="list-style-type: none">Expert ProfessionalsActionableIntegrityPersonalized SolutionsCommitted to Client Profitability	<ul style="list-style-type: none">Staffed by JuniorsHierarchicalQuestionable PracticesTied down to full-time staffInvested in downtown offices	
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Customer Experience

Who is our Customer?

Who is NOT our Customer?

Customer Experience



Targeting

- ✍ You can't target everyone!
- ✍ A key part of Strategy is deciding what you will NOT DO.
- ✍ A key part of Marketing is deciding whom you will NOT target.



Targeting

- ✍ Geographic
- ✍ Demographic
- ✍ Psychographics:
 - ✍ Attitudes & Opinions
 - ✍ Physical Needs
 - ✍ Emotional Needs
 - ✍ Lifestyles
 - ✍ Shopping/Experience Occasions





Josie



Hi, I'm Josie! I'm a 25 year-old teacher and live in midtown TO with my 3 roomies -- and I'm living life to the max!

I'm confident and outgoing (some might say a bit too head-strong) but I'm still young enough to be open to new experiences and to laugh at my mistakes.



Josie



My girlies are the most important people in my life; we do everything together ...just so long as it's FUN! Whether it's shopping for the latest fashion (our favs are Jacob, H&M & Winners) or going out and meeting new people (ok - hot guys!) at bars, clubs or concerts. We go see a new movie every month or just hang out at our apartment and watch reality TV (*Amazing Race* rocks!). And of course, we talk (ok - gossip!) about everything!

Even though I have a BF, there's still too much that I want to see and do (and other guys to date! ;-)) before I'm ready to settle down. But I do want to get married and have a couple of kids one day...

My beauty routine is extensive but not crazy; I don't want to look overdone or unnatural (hello - Christina Aguilera?!). A good hair day makes me feel like I can take on the world! My fashion and beauty idols are Gwen, Fergie, Sienna and Jessica.

B/C my social life is so hectic, I don't pay much attention to advertising. I mostly notice ads in the cinema, mags, radio, train and esp. the 'net where I'm constantly checking e-mails or IMing. But I don't remember the ad unless it's relevant to my lifestyle. Besides, my girls are my main shopping source. We love browsing the beauty aisle for new products, and we try new brands quite often. If we like something, we always tell each other!

Josie Blows Her Money On...

Shopping

- 32% spent \$500 - \$1,000 on clothes last year
- Shops mostly at mall chain stores, sometimes Wal-Mart
- Looking good is important to her; her fashion sense is typically jeans and a fun (sexy) top.

Entertainment

- 69% rented DVD in past month
- 39% go to the movies a lot
- 46% go dancing

Eating Out

- Mostly fast food (Tim Hortons, McDonald's, Subway)
- Fun, full service restaurants for weekends or b-days (East Side Marios, Kelsey's, The Keg)

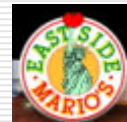
Magazines

- 58% are heavy magazine readers (6-9 every month)
- Like looking in magazines for ideas

La SENZA GAP

WINNERS

FAMOUS PLAYERS



Josie's Dreams...

- ✗ More cash please!
 - ✗ Money is more scarce than time
 - ✗ I'm working to pay off student loan!
- ✗ Wish I could travel more
 - ✗ maybe even live somewhere else for awhile...
- ✗ Success in job
- ✗ Guys: I want a husband + kids one day
- ✗ Fix up apartment
 - ✗ But I want a house with a backyard when I'm ready to settle down...



SWOT Analysis

Definitions of SWOTs

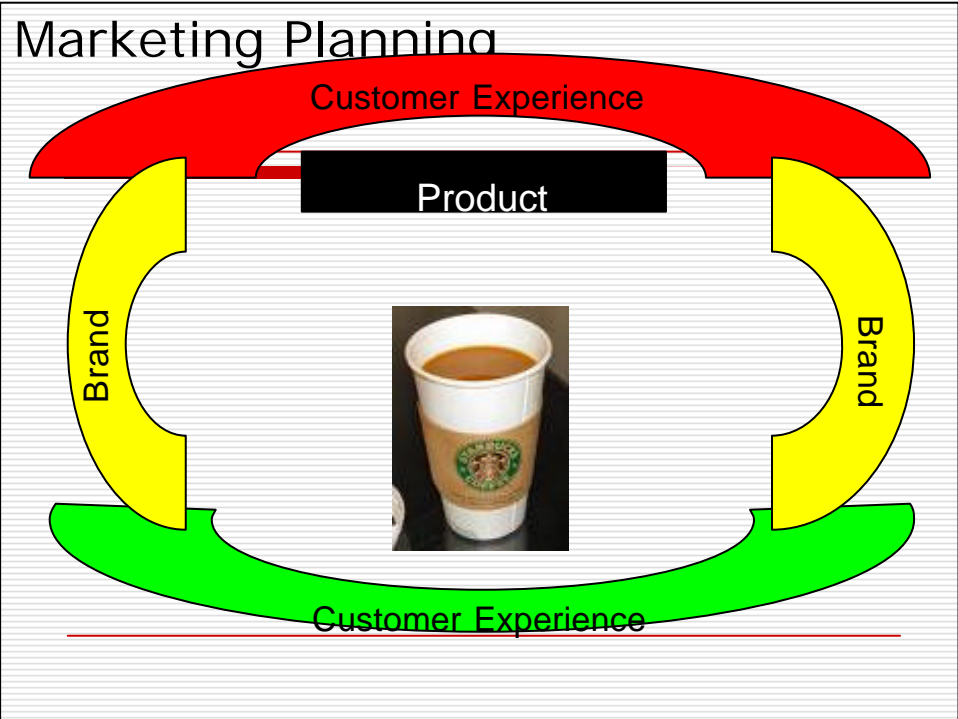
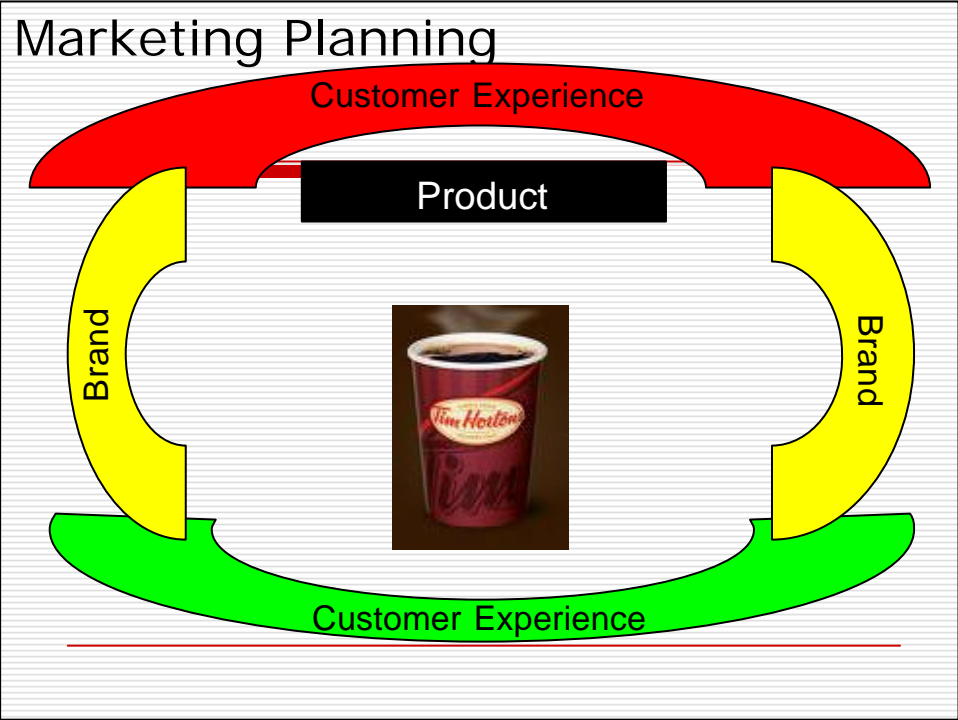
	Helpful to achieving the objective	Harmful to achieving the objective
Internal (attributes of the organization)	Strengths	Weaknesses
External (attributes of the environment)	Opportunities	Threats

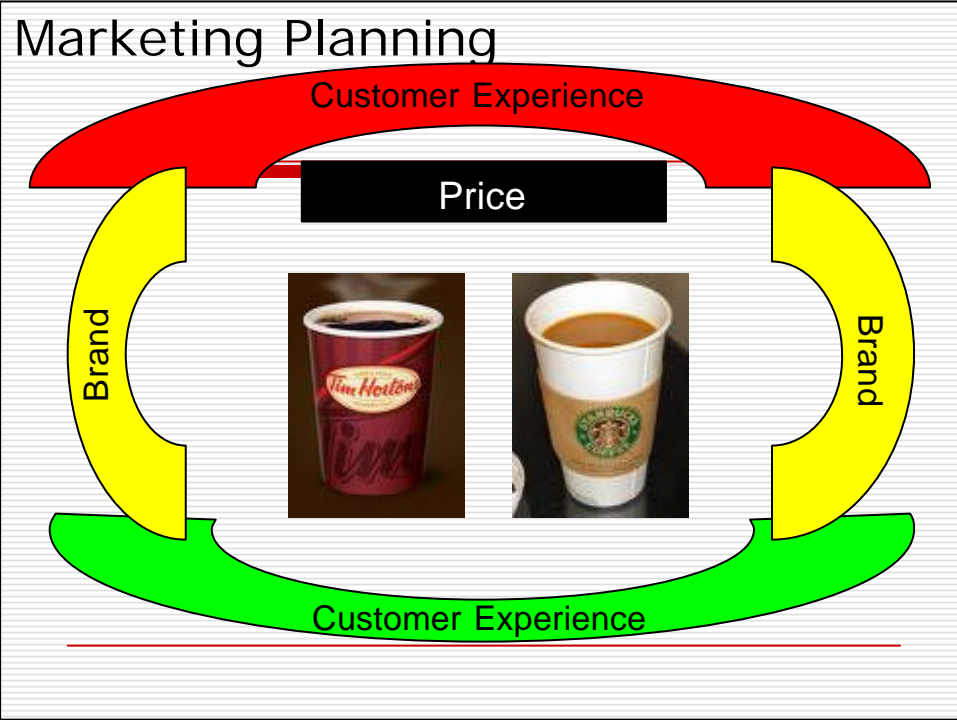


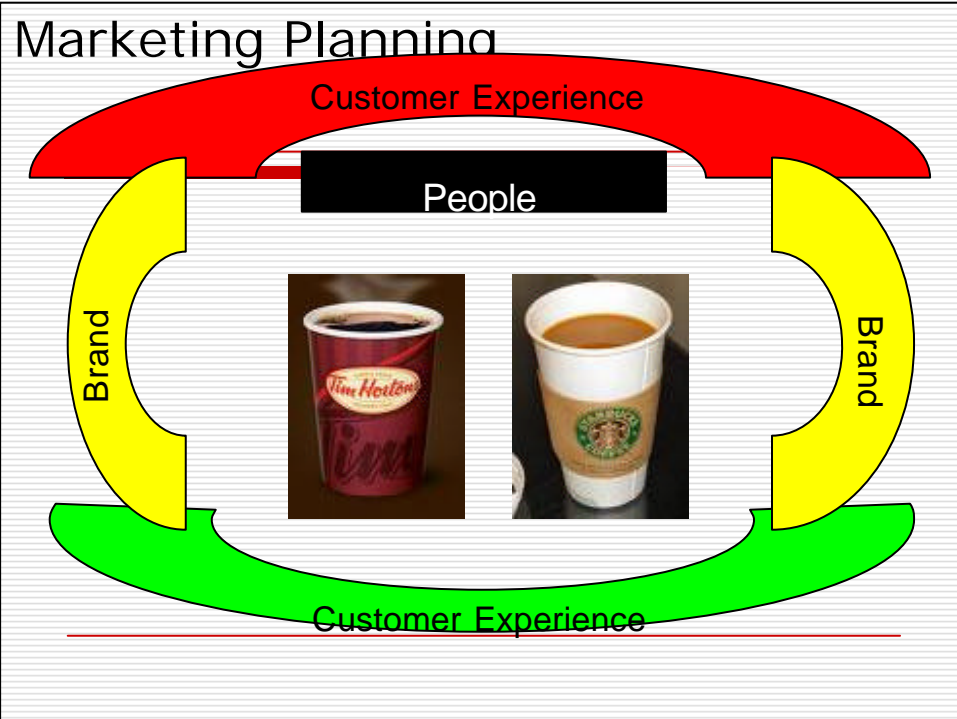
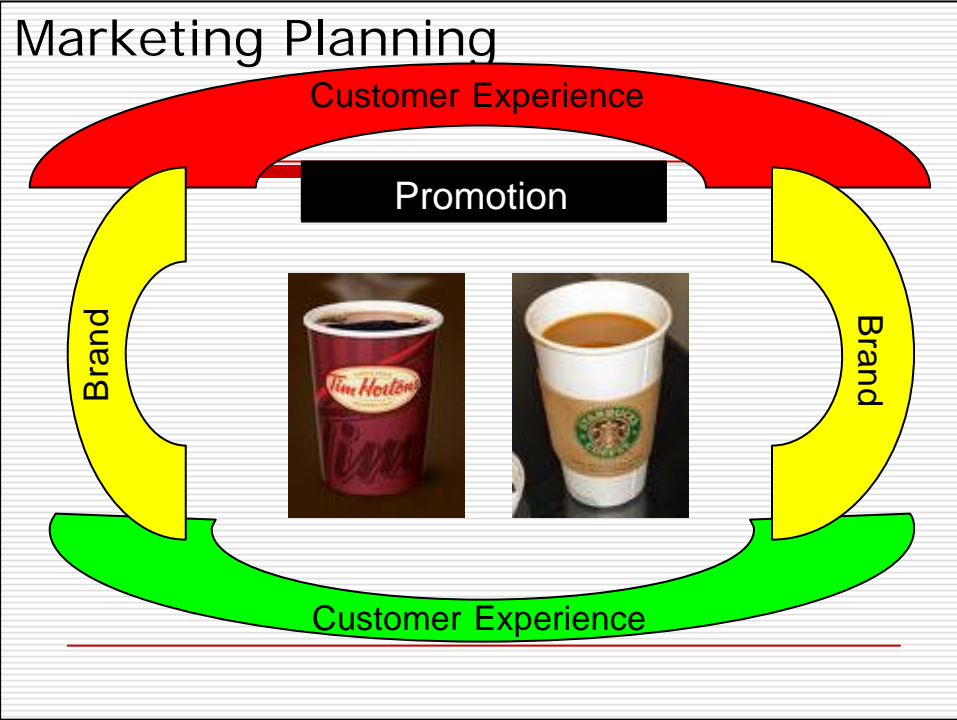
SWOT Analysis

✍ "SWOT Analysis is a [strategic planning](#) method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in a [project](#) or in a [business](#) venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective." *Wikipedia*









SWOT Analysis

✍ What do you think?

Definitions of SWOTs

	Helpful to achieving the objective	Harmful to achieving the objective
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SWOT Analysis

✍ What do YOUR CUSTOMERS think?

Definitions of SWOTs

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Let's Plan!

- ✍ If you have a clear **GOAL** and a **PLAN** to achieve it, your focus is fixed on a set course of action.

GOALS = OBJECTIVES

- ✍ Marketing Objectives evolve directly from SWOT



Objectives

- ✍ "Something that one's efforts or actions are intended to attain or accomplish; purpose; goal; target"
- ✍ *What you want to achieve by when and by how much*



Objectives

- ✍ S
- ✍ M
- ✍ A
- ✍ R
- ✍ T



Objectives


- ✍ Specific
- ✍ Measurable
- ✍ Attainable
- ✍ Results-oriented and Relevant
- ✍ Time-related



Let's Plan!



Success!

- ✍ Do your homework
 - ✍ Set Goals
 - ✍ Make Plans (write it down!)
 - ✍ Stay on Track
-  ✍ Increase the likelihood of achieving your goals by 1000%



Success!

Thank you
&
Have Fun!

Mona Sharkawy

KISP Sales & Marketing Solutions Inc.
Powerful Solutions. Bigger Profits. Fewer Headaches.
(416) 223-1264; monas@rogers.com

