

Marketing Plans

An advisable step in preparing a marketing plan, is to firstly identify our organisation's strengths / weaknesses, as well as any identifiable gaps in our knowledge and information about the market dynamics.

A good way to facilitate preparation for the plan is to conduct a simple, yet thorough, Marketing Audit – as a systematic examination of our organization's marketing objectives, strategies, and competitive performance.

This audit is aimed at identifying business opportunities, threats, and any under-utilized sales or marketing resources. The outputs help generate recommendations on how to make effective use of these resources, and where there might be important shortfalls in our marketing capability.

The marketing audit document should include at the following: -

A statement of the organisation's desired marketing needs, and perceived problem areas, as defined by its top and middle managers.

A review of the organisation's position with respect to its customers, competitors, suppliers and other external groups that exert an influence on our sales and reputation.

An assessment of the organisation's strengths and weaknesses in the area of marketing.

An evaluation of the efficiency and effectiveness of the organisation's current sales, distribution and marketing activities.

An inventory of the current marketing resources, assets, skills and competences which you believe it to be desirable for the client to obtain.

Development of alternatives for improving the organization's marketing capability and the formulation of a draft report.

Outcome from discussion of the preliminary findings with the client and the recording of feedback.

Cliff Howard