

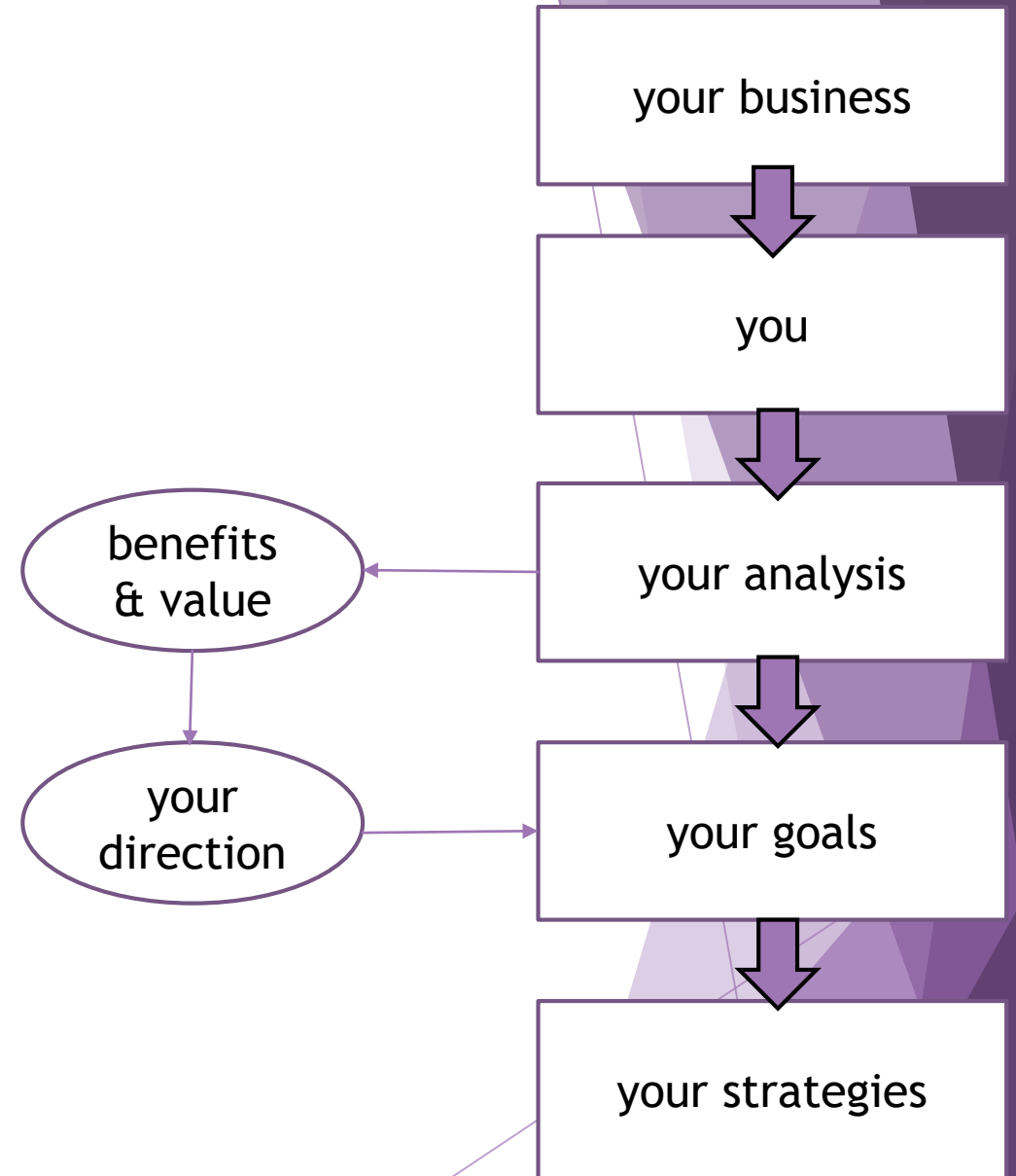
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Innovative Entrepreneurship Theory and Practice

Marketing Plan

management

- What is your long term plan?
- What is your short term plan?
- What do you want to achieve and by when?
- roles - who will do what?
 - what are your key roles and responsibilities?
- location - where?
- how will you interact with your customers?
- how will you know you are successful?



Understand your vision

A vision statement is a business document that states the meaning and purpose of the organization. It shows what is hoped to be achieved in the future.

Both employees and other stakeholders can then be clear on the overall objectives and future direction of the company.

Another approach is to imagine you business reaching where you want to take it.

How can you describe this place?

What is hoped to be achieve in the short term of 3 to 5 years, or long term 10 to 15 years or longer?

Write your mission statement

The mission statement is a summary of the aims and values of a company, and why it exists. What does the company do, for whom, and what is the value given that is different from others?

So a mission statement can be simplified as 3 parts:

1. **your target customers** – for whom
2. **your contribution** – what do you do
3. **your value** – what makes you distinct from others

To write your mission statement you need to consider why your company exists, and what benefit results from your business?

examples:

<https://www.alps.academy/business-strategy-pyramid/>

How to write a business strategic plan

This article is a step-by-step guide to writing a business strategic plan using the strategy pyramid.

The business strategy and strategy pyramid are explained In the introduction section, followed by the 7 key elements to create the business strategic plan as follows:

1. What are your core values?
2. Understand your vision
3. Write your mission statement
4. SWOT & TOWS analysis
5. Establish strategic goals
6. Formulate strategies to achieve goals
7. Create tactics to execute your strategies

What is a business strategy?

A business strategy is all the plans, decisions and actions that a business takes to achieve its vision.

To create a business strategy it is necessary to understand the direction of the business, where it is going and to decide how to get there.

values - what are our beliefs?



Source: <https://www.alps.academy/business-strategy-pyramid/>

read about digital marketing

- what is your marketing strategy?
- what platforms are your target customers using?
- how are you going to reach them?
- what are you going to do
 - at the beginning to get started?
 - to get noticed?
 - for campaigns?and where, how, etc.

marketing campaigns

- targeted marketing
- normally in a short time
- evaluate
- can change tactics
- can be very effective

see digital marketing notes
in Mango

digital marketing

- paid advertising - used extensively, e.g. pay-per-click (PPC)
- content marketing - popular but effected by AI
- social marketing - your expertise!
- video marketing - very successful, liked by customers
- email marketing - not trendy but a very effective marketing strategy
- SEO / VSO - free & effective, but takes time & effort

see digital marketing notes
in Mango

3 Marketing Goals

Stage #1: Set a Goal - one sentence

Stage #2: Set a tactic (or tactics) to reach goal

Stage #3: Describe how you are going to do this.

Example:

Goal #1 (company website developed in 6 months)

- **GOAL:** Increase traffic to company's website to 100 visitors per month in 12 months
- **TACTICS:** free social media marketing
- **HOW:** Use social media to promote our website. This will include posting three times a week on Instagram, YouTube and Twitter. The content will describe what we have done, what we are doing, and what we will be doing, that provides value to the customer.

marketing

create your marketing strategy for your project

- what are you going to do, and when?
- what do you hope to achieve?
- who are you trying to reach?
- how are you going to reach them?
- what are you going to say?
- is this going to help your brand, image, sales, etc. ?



Thank you!
any questions?