

MARKETING ON A BALING TWINE BUDGET

The Strategic Marketing Plan, Simplified

presented by AllAgMedia.com

I. Objectives

List out the specific goals and objectives for your business this year. When planning goals, remember to be SMART: Specific, Measurable, Achievable, Relevant, and Timely. A poor goal is vague, "I want to lose weight." A better goal is specific, "I want to lose ten pounds in six weeks." Write your business goals below.

II. Product/Service

Define the product and/or services that you offer.

III. Target Audience / Target Market

Who are you selling your product to? Be specific - how old are they, where do they live, why do they need your product?

IV. Competitive Analysis

Assess your position in the marketing place using a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats.

| | |
|----------------------|-------------------|
| STRENGTHS | WEAKNESSES |
| OPPORTUNITIES | THREATS |

V. Value Proposition

What do you offer beyond the physical product or service to your customers. Ask yourself, what problem do you solve? This is your unique advantage in the market place. For example, Old McDonald's Farm provides a hands-on agricultural learning opportunity for elementary school children.

VI. Promotional Mix

There are a variety of promotional tools in the marketer's tool box. Which will you use to promote your products? List out specific media and platforms.

| PROMOTIONAL TOOL | SPECIFIC MEDIA AND/OR PLATFORM |
|--|--------------------------------|
| <p>Advertising: any form of paid promotion, may include social media (Facebook ads), radio, print, etc.</p> | |

| PROMOTIONAL TOOL | SPECIFIC MEDIA AND/OR PLATFORM |
|--|--------------------------------|
| <p>Public Relations: earned media, such as newspaper or magazine articles, television segments, etc. Also consider organizations and associations that may be able to promote you to their audiences.</p> | |
| <p>Personal Selling: One-on-one opportunities to interact with your customers such as farm stands, farmers markets, Chamber of Commerce networking events, trade shows, etc.</p> | |
| <p>Direct Marketing: Where personal selling in face-to-face, direct marketing is mediated. This category may include brochures, mailers, flyers, website, social media, email marketing, etc.</p> | |
| <p>Sales Promotion: Short-term discounts, promotions, and sales strategies.</p> | |

VII. Budget

How much money do you have to spend on marketing. Don't forget your recurring costs such as website hosting, domain name renewal, membership dues, event registration fees, etc that are associated with your marketing initiatives. Some suggestions are listed below. Add as needed or create a new spreadsheet to outline your costs. If your budget is large, it may be effective to break it down by month or quarter.

| CATEGORY | FREQUENCY | COST | BUDGETED AMOUNT |
|--------------------------------|-----------|------|-----------------|
| Advertising | | | |
| Facebook Ads | | | |
| Print Advertising | | | |
| Other Advertising: | | | |
| Marketing Collateral | | | |
| Brochures | | | |
| T-Shirts | | | |
| Other promotional materials: | | | |
| Production Costs | | | |
| Graphic Designer | | | |
| Photography | | | |
| Other Production Costs: | | | |
| Technology Costs | | | |
| Domain Name | | | |
| Website Hosting | | | |
| Website Maintenance | | | |
| Other Technology Costs: | | | |
| Total Marketing Budget: | | | |

VIII. Activities & Messaging

This broad framework will help you plan out your marketing efforts over the course of 12 months. It is recommended that you create an additional monthly and/or weekly calendar to map out specific initiatives. Write in themes, products, promotions, events, etc based on the month or season. When you're creating content for your audience remember that the goal is not to "advertise to them" but to "inform, inspire, and entertain."

YEAR: _____

| | | |
|----------------|-----------------|------------------|
| JANUARY | FEBRUARY | MARCH |
| APRIL | MAY | JUNE |
| JULY | AUGUST | SEPTEMBER |
| OCTOBER | NOVEMBER | DECEMBER |

MONTH: _____

WEEK 1: _____ THROUGH _____

WEEK 2: _____ THROUGH _____

WEEK 3: _____ THROUGH _____

WEEK 4: _____ THROUGH _____

WEEK 5: _____ THROUGH _____

IX. Metrics

What metrics will you use to determine whether or not you're meeting your objectives? Use this planning piece to establish measurements for your performance. It is recommended that you review your marketing efforts on a quarterly, seasonal, and/or annual basis.

| OBJECTIVE | STRATEGY | TACTIC | METRIC |
|---|--|--|---|
| <i>Example: Increase email marketing list to 250 subscribers.</i> | <i>Product give away to incentivize new subscribers.</i> | <i>Facebook promotion during the month of May with budget of \$20 for paid Facebook ads.</i> | <i>Number of new subscribers to email list / total number of email subscribers.</i> |
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