

BUSINESS DEVELOPMENT & MARKETING PLAN

Purpose

- To provide a one year context for the business development and marketing plan
- To make sure activities are focused towards achieving the targets identified in the department/team and industry group business plans.
- To provide a focus for business development activity for the next 12 month period.
- To provide an action plan which allocates responsibility for progressing initiatives.
- To plan workload internally.

Guidance notes

Activities Planned

Enter here a summary of all the activities planned, aligned to each objective. These would include externally and internally focused activities (e.g. contact conference organisers to speak at 2 national conferences *and* speak to the other division about cross-referrals). Consider the following types of activities: networking, speaking at or attending conferences or seminars, setting up meetings to present / pitch, research, PR especially related to specific sector or business press, bulletins/newsletters, client satisfaction survey, general visits to client to review work and their business plans, developing new products, partnering other organisations who have a similar target market and undertaking joint marketing/business development initiatives.

What activities you plan also need to be cross-referenced with the sales process to make sure you have marketing activities that support each stage – from initial interest to customer and post-sale.

How will this help us achieve our objectives?

In order to ensure that the planned activities are compatible with the overall strategy, cross-refer the activity to the relevant key element of the strategy or objective. This will also help you to make sure you are spending time doing those things which are most likely to give you a result.

Timing and responsibilities

Allocate time-scales for each of the actions to be carried out and who is going to be responsible for that action.

Anticipated benefits

List the anticipated benefits of each of the proposed actions.

Cost details

Can be ball-park figures but these need to be realistic in order to keep some handle on your costs. It's likely you'll need a more detailed marketing budget – perhaps looking at minimum spend as well as what you'd do if you had a big budget, and a budget in-between.

Status

In order to keep this document 'alive' the status column should be changed whenever something has been done.

<p>Key objectives</p> <p>Provide a brief description of what you are trying to achieve over the next 3 year period, referring to the company's objectives and your business plan. Should cover financial targets and ambitions for products/services, geography, positioning in the marketplace, new clients, new products or services, etc.</p>	
<p>Strategy</p> <p>An overview of the marketing strategy:</p> <ul style="list-style-type: none"> • How we respond to the market (current, future), opportunities and threats, competitors • How we respond to strengths and weaknesses and build competitive advantage • Will cross-sell to existing clients of company be important? • What's the sales plan to work in conjunction with the marketing plan? 	
<p>Assumptions</p> <p>Note any assumptions made about resources, access to information, timescales, budgets, etc.</p>	
<p>Product or service proposition(s)</p> <p>Brief paragraph about the product or service, what it is we are offering, what the value proposition is, what's different about it, how it compares with competitors' product or service, pricing strategy, how it will be serviced post-sale.</p>	
<p>Target audiences (for each product/service area)</p> <p>Detail here the targets for the team in terms of external groups i.e. our targets and clients as well as internal groups i.e. other teams or divisions. There may be specific companies that we wish to target. Limit this to the core targets and what is realistic and achievable. It would be appropriate to include here a profile of prospective or existing clients, the type of organisation and person we would see either buying or influencing the purchase of our products and services.</p>	
<p><i>External</i></p>	<p><i>Internal</i></p>
<p>What do you want to be known for in the marketplace?</p> <p>If others talked about you what would you want them to say about you? What are the key products or services you would like to be 'famous' for? What do existing customers say about you?</p>	
<p>Key messages</p> <p>What are the key messages you would like to get across via your marketing and business development activity? Consider having a main message and then a few subsidiary messages which support it. These can then provide the messages for any marketing communication and helps you to clarify what your 'proposition' is to the outside world. They also need to be consistent across the marketing and sales for a particular product or service.</p>	
<p>Review and measurement</p> <ul style="list-style-type: none"> • What's the review process for this plan – frequency, with whom • How do we measure the progress and outcome of the strategy? 	

Activities Planned	How will this help to achieve the objectives?	Timing and responsibilities	Anticipated Benefits	Cost Details	Status