



# Essential Checklist

## Creating a Marketing Plan



# Simple Marketing Plan

## The Essential Marketing Plan Checklist

### Introduction

Marketing is crucial for your business, and will determine your chances of success or failure, market problems such as not understanding demand for your product, the type of people who would buy your products, and market conditions such as popular trends, and your legal obligations, etc. is the number one reason given for business failures.

Marketing planning helps you develop products and services in your business that meet the needs of your target market.

Good marketing helps your customers understand why your product or service is better than, or different from, the competition.

A good marketing plan can help you reach your target audience, boost your customer base, and ultimately, increase your bottom line.

It is often required when seeking funding and helps you set clear, realistic and measurable objectives for your business.

Developing a marketing plan requires research, time and commitment, but is a very valuable process that can greatly contribute to your business success

### Before We Start

Before we start, we'd like to acknowledge that the concepts of marketing can be a bit vague and quickly become confusing.

If you are unsure about the meaning of these words please don't hesitate to ask one of our friendly business advisers or email the team: [email@showable.com.au](mailto:email@showable.com.au)



## 1. Business Identity - Brand

- What is your business about?
- What value are you trying to provide  
What problem are you trying to solve? Or what are you going to provide for your customers?
- Establish your brand  
Use our brand checklist: <https://tinyurl.com/showable-brand-guide>

## 2. Market Research

- Market situation  
What is the current overall industry like?
- Product situation  
What Research and Development has been completed?  
What is the future outlook of your particular product?  
Are there any legal compliance issues? Check out these websites:  
<https://www.productsafety.gov.au/product-safety-laws>  
<https://www.business.gov.au/products-and-services>
- Competitive situation  
Who are your competitors? What are they doing and how are they going?  
What is your point of difference? Why should people buy your product instead?
- Distribution situation  
Where else can people find your particular product?  
Where do you plan to sell your product?

## 3. --- Positioning Strategy

- Target market**  
Who is your potential customer?
- Product positioning**  
What image or story are you trying to create with your products?
- Pricing**  
How much do you need to sell your products for? Is your pricing competitive?  
How much are people prepared to pay for your products?
- Communication**  
How are you going to connect with your potential customer?  
What media do they consume?
- Advertising and Promotion**  
How will you make the most of Showable's products and services?  
What promotions and events could you do? What other advertising will you do?
- Marketing Budget**  
What is your marketing budget?  
Advertising is seldom free, set side a proportion of profits aside for marketing.

## 4. --- Profit Drivers

- Sales Volume**  
How much are you currently selling? How much do you need to sell to brake even?  
What are your sales goals?
- Operating Costs**  
What are the cost of running your business? Include: cost of products, rent, subscriptions, and other costs
- Forecasting Budget**  
Complete regualr profit & loss reports, create a forecasting budget for your sales goals. How will your business expences change as you reach these goals?

## 5. Customers

- Create a Customer Database**  
If you do not collect your customers contact details how are you going to remind them you exist, so they will buy from you again?
- Record how many customers are active**  
How many have bought something from you in the past 6 months?
- Record average spend per purchase**  
How much do people spend when they buy from you? What can you do to get people to spend more next time?
- Record repeat customers**  
How many buy from you again? What is the average length of time between repeat purchases? What can you do to get more repeat business and increase the frequency?