A good marketing plan helps you identify your customers and competitors and develop a strategy to make your business stand out. Completing this brief will enable us to create a solid, well structured plan tailored to your business.

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| **Your Business Details** |
| Name and business name: |
| Address: |
| Website: |
| Facebook url: |
| Twitter account: |
| Telephone and Email: |

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| **What does your business or organisation do/ sell:** |
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| **What do you think your business or organisations unique selling point is?** |
| *Examples: We have been open for business over 20 years selling to local people, we are the only business in Sheffield that make this product, we have won awards for our customer service* |
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| **Your objectives – what you hope to achieve** |
| *Examples: Increase website visits by 10%, Gain ten new customers, Increase repeat orders by 15%, Get more likes on business Facebook page for October* |
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| **Key messages** |
| *Example: What you want your customers to know about your business, product or service. Please provide a bullet point list.* |
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| **Any existing marketing activity you currently implement** |
| *Example: A monthly newsletter, yearly brochure, leafleting, distribution of promotional items, advertising in local newspapers or magazines, advertising on yell.com,* |
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| **Target audience** |
| Please put information about your target audience here: |
| \*Age range: |
| \*Location: |

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| **What is the call to action - what you want your customer to do?** |
| *Examples: Visit your business website, order a brochure, like your Facebook page, make a telephone enquiry to the business* |
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| **What budget you would like to spend on any marketing activity?**  \*We will use this to make recommendations within your budget |
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| **Timescales – when you want your marketing activity to start and finish** |
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| **Any key events in your business calendar?** |
| *Examples: Any new product launches, office move, recruiting new staff, distribution of promotional materials or attendance at events. Please provide dates if you have this.* |
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| **Please indicate here if you are interested in rebranding or refreshing your brand as part of any marketing work:** |
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*\*Please provide this information as a minimum*