

Marketing Plan Blueprint



Executive Summary

Set the scene. Define the purpose, scope and business goals that marketing supports. Think outcomes, not outputs.



Situational Analysis

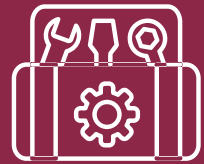
Understand the landscape. Map trends, review competitors, and use data to uncover audience behaviours.



Set SMART goals. Align KPIs with business priorities: awareness, engagement, conversion and retention.



Clarify positioning. Know your audience. Craft messages that resonate across channels and journeys.



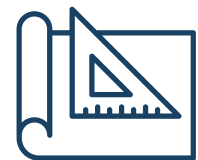
Choose the right tools for the job. Integrate SEO, CRM, content, social and automation for performance at scale.



Spend with purpose. Prioritise channels that deliver value. Balance tools, talent and testing.



Track what matters. Report regularly. Use insights to optimise and scale success.



Plan for disruption. Consider compliance, budget shifts and tech change. Always have a Plan B.