

RED THREAD STRATEGIES

10 key questions to build your marketing plan



Every great marketing plan starts with your business goals

THE KEY TO MARKETING

Differentiation, Customer Value, Consistency Online and Offline

If you are a business owner or business leader and you have been struggling for new ideas to generate leads, reach the right customer base and grow your business. these questions have been shared just for you.

Marketing is changing constantly and in our increasingly busy world, the challenge now is how to cut through the noise and make your business and your products and services heard over and above your competitors.

The answer to making yourself heard is to make your business different. Why will someone buy from you versus any of your competitors? To make yourself different, you need to consider not only the product or services that you offer but the value that you bring in addition to answer your customer's needs.

Great marketing requires detailed thinking and the one size fits all approach is no longer relevant in our digital world. Taking time out and some simple steps to question how you can differentiate your business will bring immediate impact.

Are you ready to get started?

Top 10 Marketing Planning Questions

Take some time to think about your business, your competitors, your customers and your environment. If the answers to any of these questions are "we don't know", make it your mission to find out.

1: What are your business goals?

Before building your marketing plan, you must be clear on what you want to achieve.

Additional questions to ask -

- What do you want to achieve both personally and professionally?
- Where do you want your business to be in 12 months, 2 years, 3 years?
- What do you want your monthly/yearly income to be in 12 months?

2: How do your numbers stack up?

The next step in your marketing plan, is understanding your numbers.

Additional questions to ask -

- What is your current monthly income?
- What are your monthly expenses?
- What uplift in monthly income do you need per month to achieve your goals?

3: Who are your current and ideal future customers?

It is critical to know the different types of customers driving your revenue and pinpoint who are your most valuable customers and be able to describe them in precise detail.

Additional questions to ask -

- Where are your current customers coming from?
- Who is your ideal customer that will help you to achieve your business goals?
- What solution does your ideal customer need you to provide?
- How many new ideal customers do you need per month to achieve your goals?
- What resources or skills do you need to acquire your new customers?

4: Who are your competitors and how do you measure up?

Identifying a gap in your competitors offering is where you can find your niche and thrive competitively.

Additional questions to ask -

- Who are your competitors?
- How are they performing?
- What are they doing well?
- What are they not doing so well?
- How are you different from your competitors?

5: What is your unique selling point?

What sets you apart and differentiates you from the competition ?

Additional questions to ask -

What do you/can you offer that your competitors don't?

What are your competitors doing that you can do better?

What value do you offer beyond your product or service?

Why should a customer feel motivated to choose your product/service over the competition?

6: What is the right pricing strategy to achieve your goals?

What price-points support the value and benefits that your customers will get from buying your product or service?

Additional questions to ask -

Which products/services are driving 80% of your revenue?

What are your competitors pricing models?

Which product/service is the most profitable?

What pricing adjustments would make your business more profitable?

7: How will you reach your ideal customers?

In our increasingly digital world, it is critical to understand how to reach customers both offline and online.

Additional questions to ask -

What is your offline strategy to maintain awareness of your products/services and acquisition of your ideal customers?

What is your digital strategy to drive awareness of your products/services and increase your acquisition of your ideal customers

How much time can you assign per month to implement your marketing tactics ?

8: How much are you willing to invest into marketing your products/services per month?

To drive awareness of your products and acquisition of your ideal customers, investment (time and money) is key.

Additional questions to ask -

What marketing activities are currently working?

What marketing activities should you stop/start continue to achieve your goals??

What marketing activities should you do more of/less of to achieve your business goals?

9 What marketing tactics do you need to action each month to achieve your business goals?

Planning your activities required each month will ensure they are completed.

10:How will you analyse and track your results to understand the impact of your marketing?

So that's the top 10 questions to ask when building your marketing plan. and we hope you find this helpful. There is nothing we love more than to see businesses thrive and grow!

If you are still unsure of where to start with some of these questions, don't worry, you are not alone!

Great marketing requires detailed thinking and time investment to link and prioritise everything you do to increase your competitive edge and achieve your business goals. Give it a try and you may be surprised how quickly you identify adjustments needed.

If you still have questions on how to take your plan forward, we can help. Drop us a line or give us a call for a free 30 minute consultation and we will be delighted to help you .

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