

Mini-Marketing Plan

Following the outline of the book *The Seven Keys to Marketing Genius*, here is a mini-marketing plan to get you started:

Key 1: Find Your Advantage

- What is the unique competitive advantage of your product or service? (The best way to determine this is by performing a *SWOT analysis*)
- How can you meet the needs of the target audience better than the competition?
- What is the *positioning* of your product or service?

Key 2: Define Your Purpose

- What is the mission or purpose of your company?
- What goals do you want to accomplish with this particular product or service?
- How do these goals fulfill the mission of your company?
- How will you communicate this to the entire organization to make sure everyone is on the same page?

Key 3: Create an Image

- Based on the competitive advantage, positioning, target audience and mission of the company what image best represent the product or service?
- Do you need professional assistance in creating a logo and marketing communications materials?
- Is the look and feel of your marketing communications materials consistent and congruent?

Key 4: Implement Promotions

- Which of these marketing communications do you plan on utilizing?
 - Advertising-Public Relations/Publicity-Sales Promotion-Direct Marketing-Internet/Interactive
- What marketing communications can you afford?
- What marketing communications make the most sense for your situation?
- How can you achieve the greatest return on investment with the least amount of wasted exposure?
- Are your marketing communications linked and integrated?
- Are your marketing communications consistent and congruent?

Key 5: Build Relationships

- How are you building relationships with customers?
- Are you creating positive word of mouth?
- Are you developing advocates for your product?

Key 6: Gain Feedback

- How are you measuring results?
- Have you implemented ways of gaining feedback from customers?
- Have you implemented ways of gaining feedback from employees?

Key 7: Adjust to Changes

- Are you making changes based on the feedback you have gained?
- Has your market or target audience changed?
- Do you need to revise any marketing messages to remain current?
- Are you maintaining up to date and relevant information on the website?
- Do you have an ongoing dialogue with current customers?

The Seven Keys to Marketing Genius: The Complete Guide to Increasing Your Marketing IQ (ISBN 1-4116-1491-7)

Available at SevenKeysMarketing.com and Amazon.com

For more information contact:

Michael Daehn

636-236-5718

michael@daehntrain.com

www.marketingenious.com

