

Where does this get us?

You are now starting to create a marketing plan to accompany your sales plan.

As you become more experienced in this area of work you'll see connections between the promotional activities, opportunities to gain feedback from your customers and ways to involve them in your business in more depth. However in the context of this workshop we don't have time to go into all this detail.

You should now start to see the marketing framework that connects all the activities in the workshop. It will now be clear to you that whilst we've been paddling around there is in fact a whole depth of ocean out there. If you enjoy this stuff then go in search of some marketing books or courses to help you get better at it.

The Chartered Institute of Marketing is no bad place to start.

My favourite book on the subject is a cartoon guide to marketing planning called *The Marketing Plan* by Malcolm McDonald & Peter Morris.

- Will the evaluation of the results of this marketing help you to better understand your customer segments? (can it be used as part of your market research?)
- Can you do this in-house for a while until you can afford to outsource it?
- Is this a starter activity or one that you come to later?

You can now go through each of the selected marketing promotions and start working out the detail. Consider the following:

This set of 9 eBooks accompanies the Market Day workshop. You will find the explanations on how to re-do all the activities we covered on the day and a few more resources besides. This eBook helps you identify the marketing communications methods that will be appropriate to your products/services and clients.

Market Day 6

marketing communications

Sarah Thelwall



In small groups explore the StoryCubes and start to think about which types of promotional activity would be appropriate to each of your customer segments.

Take one blank StoryCube for each product and (using a green sticker) write the product name on the StoryCube.



Having set your sales objectives we need to set the marketing objectives that will help you achieve them.

To do that we need to know a bit more about all the options you have in terms of different marketing communications activities.

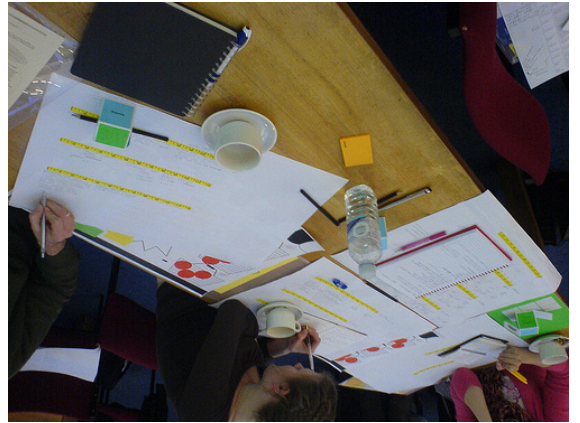
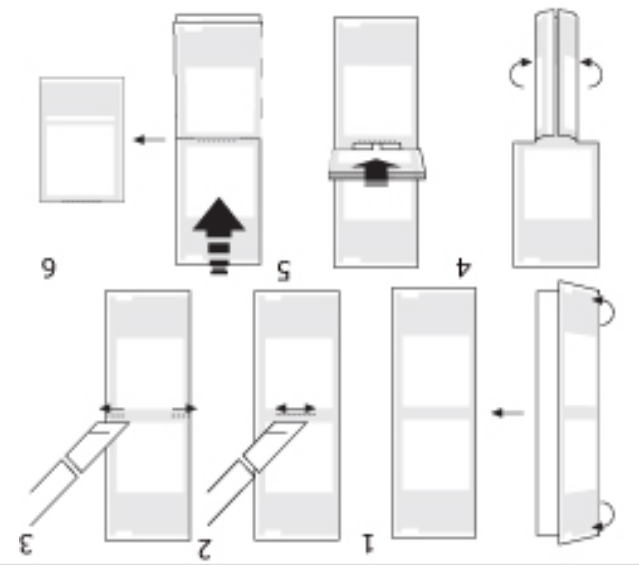


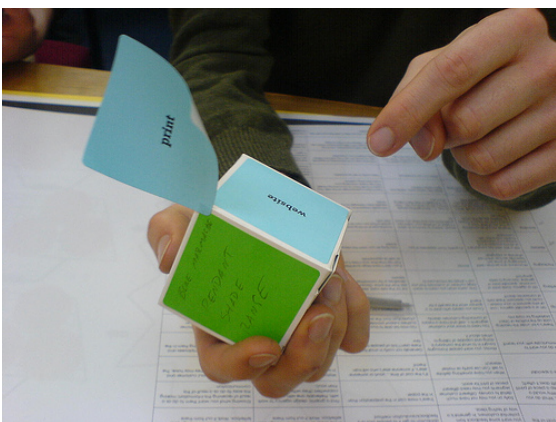
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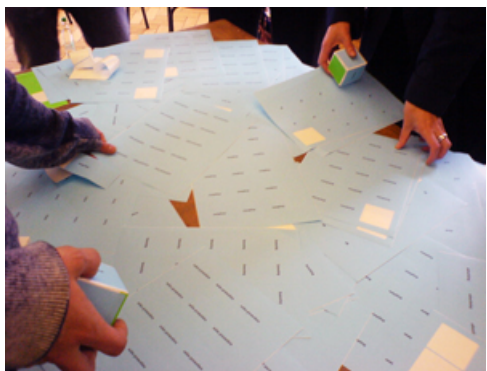


We've gone through these activities at break-neck speed. It would be worth your while to go through them more slowly and in greater detail. You can also revisit them once you've done some market research.

This time it is less about how else can I use this and more about how much more can I do. The answer is 'lots'.

How else can I use this activity?

Once you've identified the promotions suitable for each product take up to five of the pre-printed stickers and put these on the other five faces of the StoryCube.



This simple visual mnemonic is there to remind you of the combination of marketing promotions you've chosen.

You could do this for each customer segment if you are intending to use different marketing promotions with each segment.



Working in pairs review and discuss the choices you are making.