

In a way this is rather like ongoing market research...

This brings me neatly back to this topic. Having undertaken the activities in Market Day you will probably be in a much better position to identify the gaps in your knowledge that need to be filled by market research.

Make yourself a list of the customer and market research you need to undertake:



response rates to offer coupons etc)

(hint think about press coverage, customer comments, staff comments, focus groups,

Have a think about how you might do this?

responses to your communications.

behave and you revise them in light of the expectations about how your customers will

This feedback loop means that you set evaluation methods into your marketing

communications.

working. This means building feedback and

You need to know if your marketing activities are

Process

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Market Day 8 tying up loose ends

Sarah Thelwall

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 covers a few other areas of marketing that you'll need to think about - evaluation, market research etc.



- connected these sales objectives to the customer segments that will buy your products and services
- identified appropriate marketing communications routes to enable you to reach these customer segments

... have a pat on the back and take a deep breath 'cos we're not done yet.

In order to do a great rather than good job of the above there are a few bits 'n' pieces that we should cover off. All well do here is highlight that they exist. Your homework is to go and look at them in more detail and work them into the above.



Where does this get us?

You now have the skeleton of a marketing plan. The homework is to flesh it out.

How else can I use this activity?

If you go through this process once and never repeat it we've spent a lot of energy on not much. I hope that these eBooks coupled with the objects and activities have demonstrated that you can use these activities regularly whenever you are planning sales and marketing activities.

If you want to ask questions, pick my brains or simply provide me with some feedback you can contact me at sarah@sarahthelwall.co.uk



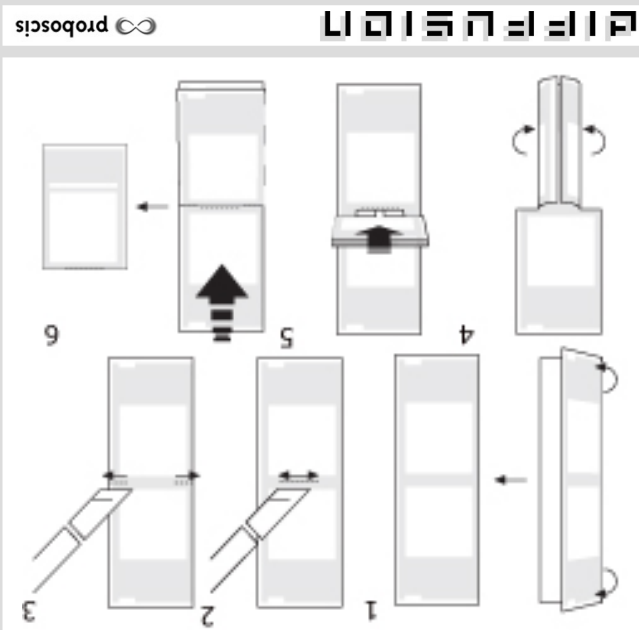
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OK, let's just summarise all the work done so far... You've

- articulated your definition of success and identified the skills you have and the skills you need
- articulated your products and services in three sentences or less
- highlighted the key reasons that customers would be interested in what you offer
- identified whether your market exists already or whether you'll have to create it
- prepared lists of features and benefits for each of your products and services
- identified customer segments, defined their characteristics and highlighted those segments which are your priority
- set detailed sales objectives for the next twelve months and more sketchy ones for the next three years