

WHY YOU NEED A MARKETING PLAN FROM BIG BIZ BOX



Bill was diverted from an interstate recently and had no cell phone coverage. “You’d have thought I was driving on the moon. Where do I go now?” He timidly followed a line of cars in front of him, going wherever they went, turning everywhere they turned. “Are they going where I want to go?” he asked. It didn’t matter. They had a direction and he followed.

When you’re unsure of the way, you’ll use a map or a GPS to guide you. Yet as a business owner, chances are you don’t have a defined marketing plan to guide you, but you expect to promote your business successfully and make a profit? Saying “yes” to placing an ad in a High School yearbook is a good way to support your community, but it’s not a marketing plan.

A marketing plan is an integral part of a successful business plan; it helps guide your message to your target audience. A marketing plan doesn’t have to be large. A marketing plan moves you toward success, instead of wasting time and resources hoping for success.

- **Helps You Determine Competition**
Who are your competitors and biggest threat? How do they operate? Learning all you can about *them* helps you differentiate your business and products in the eyes of your audience.
- **Helps You Evaluate the Marketing Plan and Results**
Every business should periodically evaluate where you are. What results are you getting, and are they what you want / need? Can you improve? How?
- **Helps You Determine Your Strengths and Direction**
When you create a marketing plan, you should conduct a SWOT analysis: Strengths, Weaknesses, Opportunities and Threats. This will provide a 360 view of the things that can affect your business, for good or bad.
- **Helps Plan Specific Strategies**
What are the specific strategies you will use to promote your business to your target audience? Will you use a website, blogs, content marketing, brochures, targeted online advertising, print ads, direct-mail, digital imaging? What results do you expect for each of these? How do they work together?
- **Helps You Create a Budget**
When you learn more about your market and what it takes to secure a customer, you can make a budget that is realistic to help you secure more customers and increase revenue.
- **Helps You Complete Market Research**
It’s imperative that you learn about the market you’re doing business operates within. You need to know about all aspects of the business, the competition, and your target audience.
- **Helps You Set Goals**
Without knowing a lot of information about your target audience, products, services and budget, it will be hard to set realistic goals. But while creating the marketing plan you’ll determine this all this information.
- **Helps You Make Smarter Better Decisions**
All of this information combined will help you make better decisions about your business. The decisions you make will save you money, improve marketing and increase revenue.

The marketing plan is one of the most important parts of your overall business plan. It helps you determine how you’ll promote your products and services so you can increase revenue and reach success. Call Big Biz Box today to get started! (252) 363-1600 www.BigBizBox.com