

How To Create A Marketing Plan

Driving Sales and Profit by
Annually Planning for Success



Harvester Chris Darnell

Professional Background

- 16+ Years in Sales & Marketing
- AT&T, Medical, Retail, Commercial Landscaping
- Closed just under 1.3M in a year at commercial landscaping company. Maintained a 29% increase during tenure at the company.
- Almost 4 years with the Harvest Group.

How To Create A Marketing Plan

Outline

- What is a Marketing Plan?
- Why do I need a Marketing Plan?
- What are the components of a Marketing Plan?
- How do I manage success of my Marketing Plan?

Poll:
**Does your company have a
marketing plan?**

How To Create A Marketing Plan

What is a Marketing Plan?

A Marketing Plan is a documented summary that outlines your marketing strategy, typically created annually.

- Extension of your vision with a detailed plan to execute your mission.
- Is like having a list when grocery shopping.
- Being purposeful when growing your company so it becomes what you want it to be?
- Getting the customers you want and say no to those you don't!
- What you put specific effort to gets better.

Why do I (or my company) need a Marketing Plan?

How To Create A Marketing Plan **Why do I need a Marketing Plan?**

A Marketing Plan forces you to think through the important steps that lead to successful marketing and sales.

- What are you doing to increase sales and profits?
- How much do you spend on marketing?
- Alignment
- Focus
- Vision

How To Create A Marketing Plan

Handout: **Basic Marketing Plan Outline**

What are the components of a Marketing Plan?

How To Create A Marketing Plan **Components of a Marketing Plan?**

These are the pieces to every successful marketing plan.

- Company Vision & Mission Statement
- Market Research
- Product
- Competitor Profiles
- Target Market
- Market Strategies
- Positioning
- Pricing
- Budget, Deliverables, and Campaigns
- Goals
- Results Management

Company Vision & Mission Statement

- Every Marketing Plan should be created to meet your Company Vision & Mission Statement.
- What is your dream for your company?
- When was the last time that you got truly inspired about what you are doing?
- Should you create a new Company Vision & Mission Statement?

How To Create A Marketing Plan **Components of a Marketing Plan?**

Market Research

- Market Patterns – Seasonality, Legislation, Trends, and other aspects that might effect your market.
- Who are your customers? - Demographics, Target Markets, Needs, Decisions Makers, Why do they buy?
- Benchmarks in the industry. NALP cost study, Consultants, etc.
- Vendors – Those that you rely on. What can cause interruptions, price increases or other pieces that might hinder you from meeting your objectives.
- How big is the market? How much of it do you have?

Product

- What do you really sale?
- If you answer the above question with landscape services, snow removal, irrigation, etc.... You need to rethink this..
- How does your product relate to the market?
- What does your market need?

Competitor Profiles

- Who are your competitors?
- What makes your competitors special, unique, or successful in your market?
- How much of the market does each of your competitors have?
- Is there any relationships that can be created with your competitors?
- What is their marketing message, branding, and sales strategies?

Target Market

- Residential, Commercial, HOA's, Estates
- Residential – Home Values, Home Types, Family Demographics, Income, Commercial – Office, Industrial, Senior Living, Medical, Banking, Retail, Property Managers, Facility Managers
- HOA's – Property Management, HOA management
- Estates – High-End Real Estate – Must provide extra value.

Poll:

Has your company identified specific markets of focus?

Market Strategies

- Website
- Social Media
- Email Marketing
- Paid Media Advertising
- Networking
- Content Marketing
- SEO
- SEM
- Referral Programs
- Industry Events

Positioning

- What do you really sell?
- How should you position your company to stand out from your competitors?
- Does your service/product meet the needs of your clients?
- DON'T BE COMMODITIZED

Pricing

- Pricing is extremely important. If you are too high than you may not be chosen, if you are too cheap you may not be chosen. You must appear to provide the right value. Price is always a perception of value.
- It's best to know your job costing in order to know when and how you can get competitive.
- Know your competitors pricing.

Budget, Deliverables, and Campaigns

- If you don't have a budget for marketing, YOU SHOULD!!!
- Once you know your marketing strategies, you need to start planning how much those strategies will cost. These deliverables should pertain to certain campaigns. Ex. Campaign focused on Irrigation.
- Campaigns are created based on your marketing initiatives and goals. Ex. If you want to grow your irrigation department, then you need campaigns focused on irrigation.

Poll:

**How much does your company
spend on marketing each year?**

How To Create A Marketing Plan **Components of a Marketing Plan?**

Goals

- You marketing plan should have multiple goals. They can include sales increases, improved brand awareness or any other metric that would count as success for your company.
- All goals should have a metric or key performance indicator that would measure the success of each goal .
- Example – Your goal may be to increase sales, so your KPI's would be measured by sales increases, profit increases, new customers, etc.

How To Create A Marketing Plan

How do I manage the success of my Marketing Plan?

Results Management

Key Performance Indicators (KPI's)

- Sales Revenue Performance
- Sales Profit Performance
- Lead Attainment
- Lead Closing Rate
- Customer Surveys
- Website Analytics
- Customer Acquisition Cost
- Customer Lifetime Value
- Key performance indicators are metrics that measure direct success of your market goals and initiatives.

Marketing Plan Development – \$999

- Leadership Interviews
- Financial Reporting Review
- Value Proposition
- Development of Strategies and Metrics
- Development of Budget, Deliverables, and Campaigns.
- Set Goals
- Results Management

Basic SEO & Website Analysis– \$199

Includes:

- SEO Audit
- Local Search Audit
- Website Review with recommendations.
- Social Media Review with recommendations.

Contact

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