

Marketing Planning

Marketing

Digital Marketing

Social Media Marketing

Business Objectives > Marketing Planning

SMARTER

Budget

Paid Ads, Content Production, Software, Staff Time

Marketing always starts with:

- Market
- Message
- Media
- Measure



Market

Who is your target market?

Persona's

Where do they hang out?

Existing Customer Data

Competitors

Market Research

Surveys

Bought Data

Industry Data

Census

ONS

Analyse Product or Service



Demographics

Age

Location

Gender

Income level

Education level

Marital or family status

Occupation

Ethnic background

Psychographics

Personality

Attitudes

Values

Interests/hobbies

Lifestyles

Behaviour

<https://blog.alexah.com/10-buyer-persona-examples-help-create/>



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

TOBI DAY



PERSONA TEMPLATE

AGE 26
OCCUPATION Record Store Manager
STATUS Single
LOCATION New York, NY

TIER Enthusiast
ARCHETYPE The Maestro

Ambitious Admired Focused



"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

MOTIVATIONS



GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

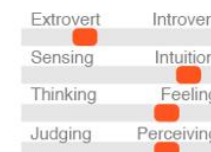
FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

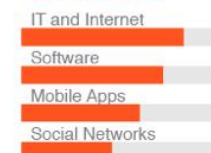
BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY



TECHNOLOGY



Message and Media

What do you need to say to your target market to get them to take action?

Long or Short?

Written, Visual, Audible?

Consistent

On Brand

Positioning

What's the right media to use to deliver that message to that market?

Based on the message and the target market, different media will be appropriate for different campaigns.



Which Social Media Platform?

Who they are
(Detailed demographics)

What their interests and habits are
(Affinity and custom affinity)

What they're actively researching or planning
(In-market, life events and custom intent)

How they've interacted with your business
(Remarketing and similar audiences)

Locations

Location – Living in:

- United Kingdom: Swansea Wales

Age

18 - 65+

Gender

All genders

Detailed targeting

People who match:

- Behaviours: Small business owners, Facebook Page admins or Business Page admins
- Employers: Business Owners

Select audiences to define who should see your ads. You can select up to 10 audiences.

Edit targeted audiences

SEARCH

IDEAS (0)

BROWSE

← Who they are

Parental Status

Parents

Marital Status

☐ Single

☐ In a relationship

☐ Married

Education

Home-ownership Status

Evaluate Your Decision

Once you've decided on a target market, be sure to consider these questions:

- Are there enough people who fit my criteria?

- Will my target really benefit from my product/service?

- Will they see a need for it?

- Do I understand what drives my target to make decisions?

- Can they afford my product/service?

- Can I reach them with my message?

- Are they easily accessible?

[Inbound Marketing](#)[Marketing Strategy](#)[Buyer Personas](#)[Audio Blog](#)

ABOUT THE AUTHOR

JENNIFER SHORE was formerly the Director of Marketing and a Seattle-based writer who has received numerous awards for her work. In her role at SmartBug, she is responsible for the development, execution, and optimization of the high-growth lead funnel, nurturing, and customer acquisition. [Read more articles by Jennifer Shore.](#)



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FIRST NAME*

LAST NAME*

EMAIL *

PHONE NUMBER*

WEBSITE URL*

COMPANY NAME*

HOW MANY EMPLOYEES WORK THERE?*

- Please Select -



DOES YOUR COMPANY SELL ANY OF THE FOLLOWING SERVICES?*

Web design, Online marketing, SEO/SEM, or Advertising agency services

- Please Select -



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Legalities

Data is King

GDPR

PECR

Consent for Marketing

Data Storage

CRM

Integration / API

“If you’re gathering, storing or using information about customers or potential customers, you must also protect their data.”

<https://www.gov.uk/marketing-advertising-law>

All marketing and advertising must be:

an accurate description of the product or service

legal

decent

truthful

honest

socially responsible (not encouraging illegal, unsafe or anti-social behaviour)

There are also specific requirements that apply to certain sectors, such as:

food

alcohol

beauty products

environmentally friendly products

medicines

tobacco

Acquire and Retain

Are you acquiring or retaining?

It's a lot more expensive to acquire a new customer than it is to sell more to an existing customer.

Do they know who you are?

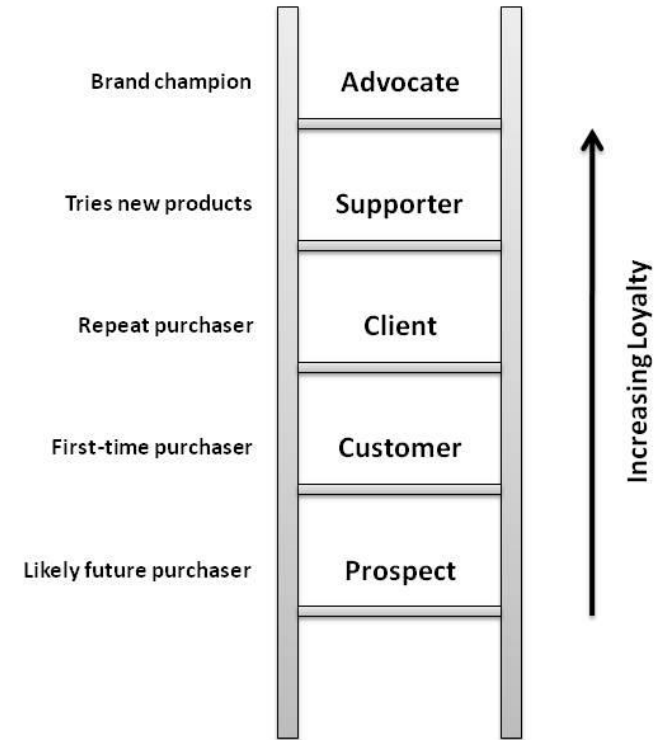
Know Your Budget

Return on Investment

Importance of Measuring

Social Media can help build Relationships and increase Loyalty

The Loyalty Ladder



Scheduling & Evaluating

Schedule your plan

Implement your plan

Review your plan

Evaluate your plan

Don't be afraid to modify and pivot

Make sure you have your policies in place if things go wrong!

