

**WENDY PAULET CONSULTS**

**TEMPLATE**

**WPC**  
ON

**HOW TO DEVELOP AN EFFECTIVE  
WENDY PAULET CONSULTS  
MARKETING PLAN**

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## EXECUTIVE SUMMARY

- Summarise the content of the entire plan here.

*The purpose is to have an easy reference to items when you do not have the luxury of looking through the whole document.*

## TARGET MARKET ANALYSIS

- Specify the actual demographics that you intend to convert as customers.
- Use age, gender, geography, religion, orientation and social background to classify them.
- Use analytical tools like PESTLE to analyze both the internal and external forces of your target market.

*The purpose is to give you the best understanding of who your potential customer is.*

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## COMPETITIVE ANALYSIS

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- List out all your competitors, both direct and indirect.
- Analyze your unique selling point against that of all your competitors.

*The purpose is to know and own your competitive edge.*

*And in cases where you do not have any, you would work on developing an edge for your business.*

## **SALES STRATEGY**

- Describe how you will market to your target audience using both offline and online method.
- Include all the media and formats you would employ for each method.

*The purpose is to theoretically explore all strategies available, which will enable you make the most informed decision.*

## **MARKETING BUDGET**

- Create a detailed list of all possible expenses you could make while executing your marketing plan.
- Endeavour to research and find the most suitable cost of each expense.

*This will help you anticipate the financial implication of your marketing plan.*

*It will guide you to employ the most cost effective strategies.*

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## **EVALUATION**

- Develop a system to monitor and record the results of your marketing activities.
- This will enable you to bounce back quickly from any previous poor judgment as well as make adjustment to improve on the best practices.

*This will help you count your losses on time and avoid repeating any mistakes.*

*It will also reveal the best performing strategies you need to repeat.*

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