



KPI Improvement Coaching

Every business should have a Marketing Plan.

As a business owner, it's essential to understand your marketing KPIs (Key Performance Indicators) and measure the effectiveness of your various marketing strategies to achieve continuous improvement.

Developing a succinct Marketing Plan will enable this, and help you to set clear marketing goals and determine the actions required to achieve them. Our Business Development offerings are practical and tangible services that help to create long term value. Business Planning is a great starting point.

Whether it's generating more leads or selling more to your existing customers, we want to help you achieve marketing success. An important part of planning is clarifying your business's purpose, or 'Why'. Clearly defining why you exist for your customers allows you

to sharpen your marketing messages to resonate with your target audience.

Your Marketing Plan will help you:

- ✓ Clarify what makes you different and how to use this in marketing campaigns
- ✓ Focus on targeting your ideal customers
- ✓ Reflect on how you want to be positioned in the market
- ✓ Identify the best marketing strategies for your target market

A Marketing Plan helps you ensure you're spending your marketing budget on the activities that will give you the highest return.

Benefits of a Marketing Plan:

- ✓ Increase the ROI on your marketing spend
- ✓ Set SMART marketing goals to achieve over the next 12 months
- ✓ Understand the marketing KPIs you need to monitor (in order to improve)
- ✓ Document the actions required to improve your KPIs
- ✓ Outline the most effective marketing strategies for your business
- ✓ Determine your annual campaign plan and allocate your budget effectively

You'll complete pre-work in preparation for your Marketing Plan session. This will allow us to understand your current marketing position and identify any burning issues to prepare for and discuss at the session.

Following the session, we'll send you your finalised Marketing Plan along with Meeting Minutes and additional resources to ensure you get the best return on your marketing investment.

Call us today - we'll help you achieve your marketing goals.



Patrick Cracroft-Brennan FCA
Your local accountants – no matter where you are

