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LEARNING SCENARIO

SETTING UP A BBE COMPANY

MODULE 4

MARKETING PLAN



Erasmus+

### **Authors**

This module is part of the Learning Scenario “Setting up a BBE company”. It is developed in the frame of the European project “BioComp”.

Authors: Hans Blankestijn, Elke Halm and Hilda Weges.

This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## Preface

The Learning Scenario “Setting up a BBE company” has been developed as part of the Erasmus project BioComp.

In BioComp, the most relevant competencies for professions in this scenario are analyzed, described and ranked. See <http://navigator.biocompetences.eu>

This Navigator contains an overview of personal, digital and technical competencies.

Based on these competencies this Learning Scenario has been developed. It has four modules. The focus is on technical competencies. Annex to these four modules, the teacher can also use the Didactical Guidance, where he can find learning activities for personal and transversal competencies. Each module has a text document, a trailer, didactic guidance and a wiki with background information. All material can be found on Navigator.

The 4 modules are:

1. Circular economy
2. Business plan
3. Management, HRM and Legislation
4. **Marketing plan**

For “Setting up a BBE company”, the final ranking list of competencies gives the following results. The 10 competencies are covered by the 4 modules.

Nr	Ranked technical competences	module
B1	Business plan - To Identify, monitor and develop a BBE-strategy.	2
B2	Business plan - To analyse BBE-resources, markets, financial and technical aspects.	2
B3	Circular economy - To know about the bio-based value chains.	1
B4	Circular economy - To Identify European and regional strategies.	1
B5	Business plan - To Identify legal and financial aspects for setting up a BBE-company.	2
B6	Business plan - To monitor market activities.	2
B7	Marketing plan - To identify measures and marketing tools to create a marketing plan.	4
B8	Human Resource plan - Identifying measures and methods to develop a human resource plan/management.	3
B9	Marketing plan - To establish a partnership.	4
B10	Control- Identifying control mechanisms.	3

## CONTENT

Module 4 contains the following topics:

1. Marketing
2. The process of creating a marketing plan
3. Tools in Marketing
4. Marketing plan step by step
5. Quiz
6. Sources

## KEYWORDS

Marketing plan, Tools, 4 P's, 4 C's, Promotion, SMART, Marketing mix, Controlling, Network, Mission, Social media management, Print media

## 1. Marketing

### What is marketing?

Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal.

### Historical background

Modern marketing began in the 1950s when people started to use more than just print media to endorse a product. As TV -- and soon, the internet -- entered households, marketers could conduct entire campaigns across multiple platforms. And as you might expect, over the last 70 years, marketers have become increasingly important to fine-tuning how a business sells a product to consumers to optimize success.

The fundamental purpose of marketing is to attract consumers to your brand through messaging. Ideally, that messaging will be helpful and educational to your target audience so you can convert consumers into leads.

Today, there are literally dozens of places one can carry out a marketing campaign -- where does one do it in the 21st century?

### What are the four Ps of marketing?

Product, price, place, and promotion are the **Four Ps of marketing**. The Four Ps collectively makes up the essential mix a company needs to market a product or service. Neil Borden popularized the idea of the marketing mix and the concept of the Four Ps in the 1950s.<sup>1</sup> The four Ps of marketing:

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<sup>1</sup> E. Jerome McCarthy. "Basic Marketing: A Managerial Approach," Page vi. R.D. Irwin, 1960

- ❖ **Product** refers to an item or items the business plans to offer to customers. The product should seek to fulfil an absence in the market or fulfil consumer demand for a greater amount of a product already available.
- ❖ **Price** refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.
- ❖ **Place** refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels. When it's sold in a storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital product placement does it get?
- ❖ **Promotion**, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing. Promotions vary depending on what stage of the product life cycle the product is in. Marketers understand that consumers associate a product's price and distribution with its quality, and they take this into account when devising the overall marketing strategy.

### What are the four C's of marketing?

Traditionally, the marketing mix is a combination of 4P's and is more business-oriented. Another version of this marketing mix is the **4C's model**.

This model is more consumers oriented and this focus has led to primary use in niche marketing.

This does not exclude it for use in products serving a mass market, however. This alternate marketing mix is made up of four key variables:

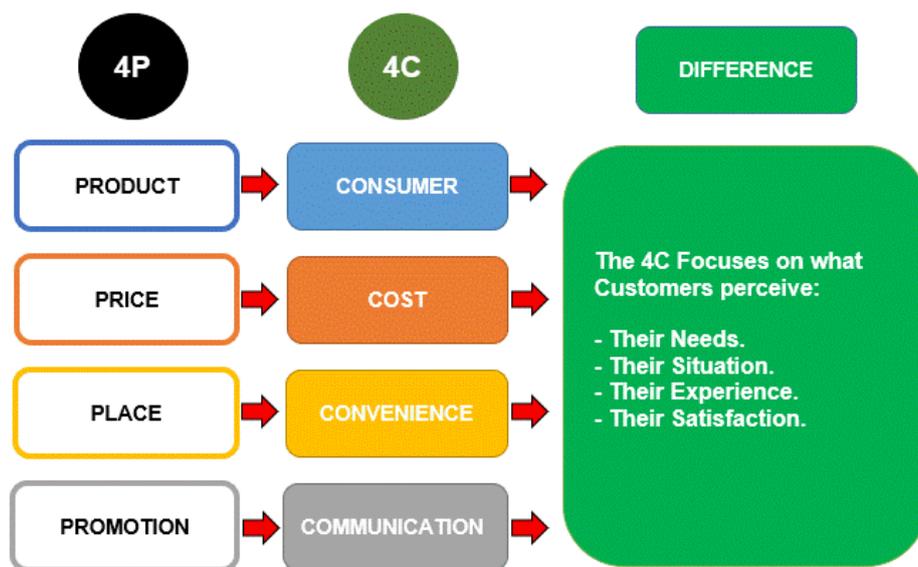
- Consumer
- Cost
- Communication
- Convenience.

The details which a manager designing a marketing mix using the four C's needs to focus on are as follows:

- **Clients / Consumer (customer)** is the king. No longer can products be developed and pushed to the consumer in the hope of the conversion of a purchase decision. Gone are those days when consumers had to buy products to satisfy needs for a simple lack of substitute. The market is oversaturated with great products. Consumer behaviour needs to be studied thoroughly from the product development phase itself. The attributes of any product should be almost built to order in current times, and substantial inputs should be taken from primary market research.

- **Costs/Pricing** is crucial. The costs/pricing strategies undertaken by any product development company should keep the perceived value of the product, to the consumer, in mind while deciding a pricing strategy. Efforts should be made to estimate a customer's tradeoffs among multiple attributes in a product to arrive at the perceived total value while pricing a multi-attribute product.
- **Communication (and Promotion)** is crucial. As opposed to the initial focus of brand promotion, communication of the brand personally so as creating brand awareness and brand cognition is extremely crucial for a sustainable pull strategy. Every brand is perceived to have a personality. Communicating the same using proper communication channels becomes crucial for the success of any marketing campaign.
- **Convenience** of the service delivery or product purchase location is crucial. The place utility often is a differentiating factor in the success stories of many a promising product. It becomes extremely important especially if the product purchase is a low engagement decision-making process, like that of the purchase of day-to-day products.<sup>2</sup>

### How is the interaction of the 4 P's and 4 C's?



Source: Difference between 4C and 4P Marketing Mix. (<https://www.consuunt.com/4c-marketing-model/>)

As you can see, the traditional 4P Marketing Mix uses the Business perspective, while the 4Cs are more focused on the Customer Experience.

No matter if you are a small business or a Large Company: Your success depends on how "satisfied" your Clients are. Always.

The 4 P's and the 4 C's methods are **Business and Customer-oriented Marketing Tool** that highlights 8 important factors to focus on when designing, developing or analyzing a Marketing Strategy.

<sup>2</sup> Dr. Kar: 4 Cs of Marketing – The Marketing Mix

## Exercise for the classroom

### Task:

The 4 P's and the 4 C's methods are Business and Customer-oriented Marketing Tools that highlights 8 important factors to focus on when designing, developing or analyzing a Marketing Strategy.

Now you are asked to work out the 4 C's using an example:

### The AirPods

How is it possible to succeed in a sector as exploited as that of headphones?



Let's study their 4 C's!



*Answers (possibilities) for teachers:*

Consumer:	People need Bluetooth earbuds, with low weight, good handling, and cool design; with no cable joining them together, with a small design
Costs:	acceptable price follows the philosophy of the company, luxurious Pricing strategy: expensive and yet "affordable" They want to be regarded as a luxurious but affordable brand
Communication:	from the company – short, discrete but effective
Convenience:	It is almost a technical Convenience; functional and lightweight Bluetooth headphones for hours. Technically speaking, they were the best option

## Types of marketing

Where your marketing campaigns live depends entirely on where your customers spend their time. It's up to you to conduct market research that determines which types of marketing - and which mix of tools within each type - are best for building your brand. Here are several types of marketing that are relevant today, some of which have stood the test of time:

- ❖ **Internet marketing:**  
Inspired by an Excedrin product campaign that took place online, the very idea of having a presence on the internet for business reasons is a type of marketing in and of itself.
- ❖ **Search engine optimization:**  
Abbreviated "SEO," this is the process of optimising the content on a website so that it appears in search engine results. It's used by marketers to attract people who perform searches that imply they're interested in learning about a particular industry.
- ❖ **Blog marketing:**  
Blogs are no longer exclusive to the individual writer. Brands now publish blogs to write about their industry and nurture the interest of potential customers who browse the internet for information.
- ❖ **Social media marketing:**  
Businesses can use Facebook, Instagram, Twitter, LinkedIn, and similar social networks to create impressions on their audience over time.
- ❖ **Print marketing:**  
As newspapers and magazines get better at understanding who subscribes to their print material, businesses continue to sponsor articles, photography, and similar content in the publications their customers are reading.
- ❖ **Search engine marketing:**  
This type of marketing is a bit different from SEO, which is described above. Businesses can now pay a search engine to place links on pages of its index that get high exposure to their audience. (It's a concept called "pay-per-click" -- I'll show you an example of this in the next section).
- ❖ **Video marketing:** While there were once just commercials, marketers now put money into creating and publishing all kinds of videos that entertain and educate their core customers.

## 2. The process of creating a marketing plan

A marketing plan is an operational document that outlines an advertising strategy that an organization will implement to generate leads and reach its target market. It details the strategy that a company will use to market its products to customers. The plan identifies the target market, the value proposition of the brand or the product, the campaigns to be initiated, and the metrics to be used to assess the effectiveness of marketing initiatives.

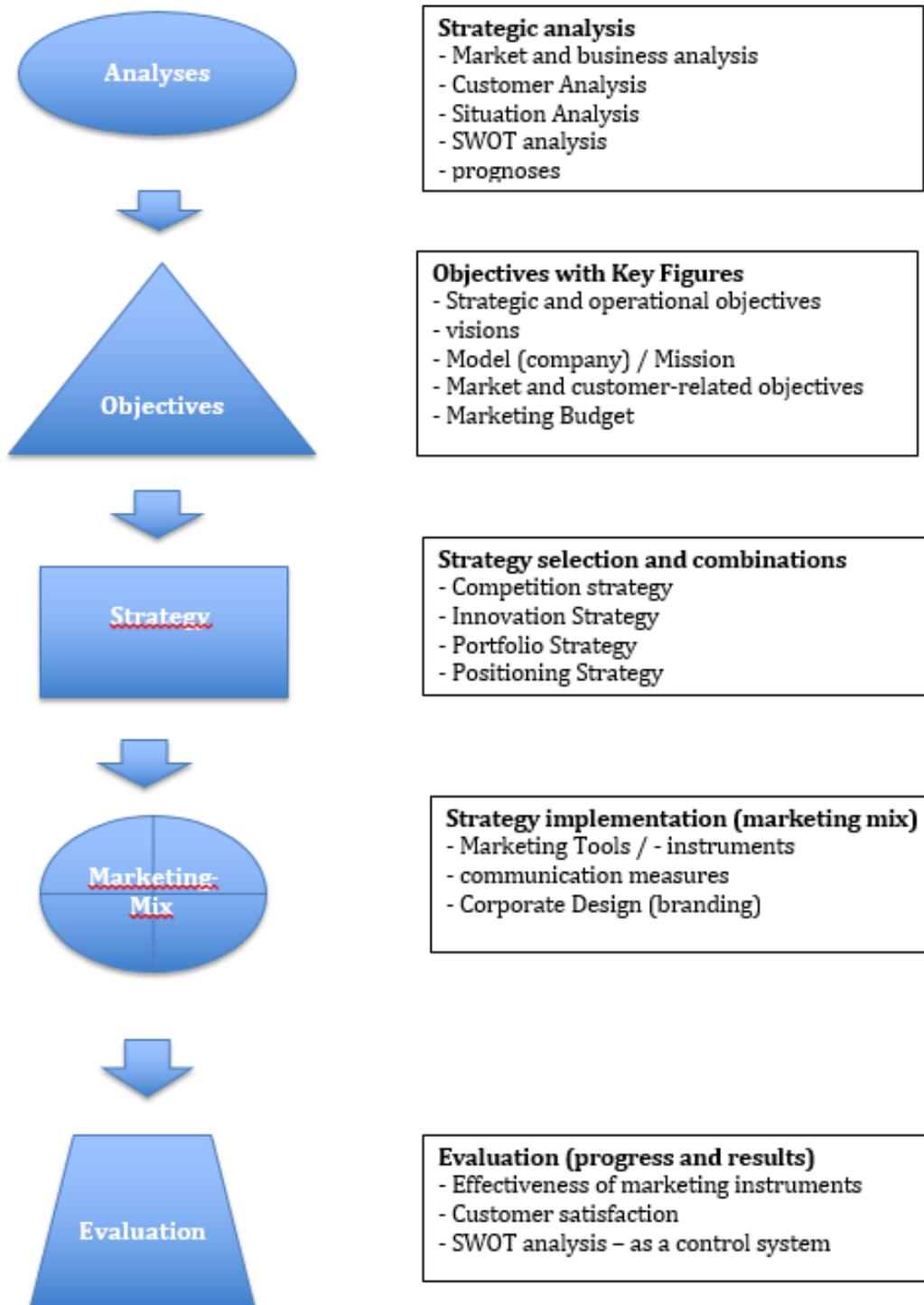


### Steps in creating a marketing plan

Five steps can be recognized to create a marketing plan:

1. Strategic Analysis,
2. Definition of qualitative and quantitative objectives,
3. Selection of appropriate strategies to achieve these goals,
4. Budgeting the operational implementation of the marketing mix and
5. Assessment of this progress, the results and milestones.

The following scheme shows the different steps in creating a marketing plan.



The marketing plan usually starts with a summary (“Executive Summary”) of these five elements. These are explained in more detail.

## Objective

Objectives are related to specific aspects of the business, such as revenue growth, market share or return (financial targets). These indicators are called lagging indicators. The problem is that, if the sales already sink, countermeasures are hardly possible, and usually require large human and financial effort. It shows that the current turnover is the result of decisions (or omissions) which are taken three to five years ago. In other words: A strategical failure is difficult to repair. That explains why in recent years the emphasis shifted to measurable indicators.

Examples of such indicators are customer satisfaction, innovation, customer orientation of the organization, commitment and employee satisfaction; attracting new customers or image of the company (market and customer-related goals).

When setting targets, the so-called **SMART principle** is particularly important: **S** stands for specific, **M** for measurable, **A** for acceptable, **R** for realistic and **T** for time-bound. Objectives should be so formulated specific, measurable, achievable, ambitious and time-based. Consequently, the marketing plan contains short- and long-term as well as qualitative and quantitative targets. All targets must be fully compatible and must not contradict possible.

## Choice of strategy

A strategy can be defined as a set of appropriate measures, to go from A (current state) to B (target state), to achieve the formulated objectives. Strategies can be divided into four groups: competition, positioning, portfolio and innovation strategies.

*Competitive strategies* answer the question: How can those who are responsible for the marketing plan, achieve a competitive advantage? A distinction is made by Robert S. Kaplan and David Norton in three main sources of competitive advantage: superior (attractive) products, superior (efficient) processes or superior customer relationships (loyalty and trust). According to the model of Michael Porter, you can get a competitive advantage by focusing on quality and service (differentiation), price advantage (cost leadership) or by specializing in market niches.

*Positioning strategy:* A company describes its strategy to achieve a high perception of the target clients and their products are highly appreciated and bought.

*Portfolio strategies* (portfolio analysis) help in planning the product range so that the company has as many high-yield products on growing, attractive markets.

### **Strategy implementation with the marketing mix**

The strategy generally requires extensive human and financial resources. These are planned as part of the marketing budget. It deals with the central question of how one should split the marketing budget to the marketing instruments and what contribution to make these instruments (product-, price-, communication- and distribution policy) for the efficient achievement of objectives.

The marketing plan must therefore determine which communication tool (e.g. advertising, personal selling, public relations, sales promotion and direct marketing) are in what combination best suited. Accordingly, the financial resources are planned.

### **Success control**

The marketing plan ends with the evaluation (progress and economy), especially in three areas:

- Firstly, it must be regularly examined to what extent the marketing instruments contribute to the expected achievement of the objectives. It is the only way to take corrective action.
- Secondly, successful monitoring of the persons who have implemented the marketing plan. This shows their contribution to the success of the marketing plan. The same for the personal skills of the involved professionals and managers. These can be developed and used effectively according to their strengths.
- In the third area are indicators of the profitability of products, markets, segments, customers, distribution channels etc. A definition of these indicators makes it possible to have early improvements. It makes it important for the corporate management).

How you describe, you develop a Marketing plan it is detailed written in chapter “Marketing Plan, step by step”.

*More information:*

- See chapter 4: Marketing plan step by step
- Marketing Strategy Plan Editable PowerPoint  
<https://www.youtube.com/watch?v=q5CnCvcCVWI>
- How to write a marketing plan? step by step guide + templates  
<https://www.youtube.com/watch?v=qYH0EqPqWfs>

### 3. Marketing tools

This image shows the different stages of a Marketing Plan. This plan follows the stages in the Business Plan. See also module 2.



Source: slideshare.net

Marketing plays an essential role in these developments and is necessary to promote the described strategy. Examples of tools for this promotion are:

1. Network – active association of companies
2. Company Mission Statement / Logo
3. Print Media
4. Social Media – Facebook, Instagram, Website
5. Business exhibition

## Network

Cooperation with other entrepreneurs is important, in particular in the circular economy.

A network of active managers and entrepreneurs - for example, a company association - is committed to creating a professional culture of the companies in the region. It organizes an exchange of experiences and promotes cooperation. The network is a spokesman for the managers and employees to politicians and the public and represents the interests of managers and their businesses as well as the needs of the branch.

On a smaller scale, farmers/entrepreneurs can create experts clubs, where they meet and discuss questions and answers.

An effective website in combination with social media (fi. Facebook) – creates a platform for communication and information of managers, politicians and consumers.

## Company Mission Statement

A Company Mission Statement is a written statement of an organisation on its self-image and its basic principles. It formulates the objective to be achieved as a realistic ideal picture. A Company Mission Statement is to provide orientation. This Mission should make it clear what an organization is. It is a base for the corporate identity of an organisation.

A mission statement describes the mission and vision of an organization and the aimed organizational culture. It is part of the management and is the framework for strategies, objectives and operational actions

The key question of every company and every organization is: "What must we do to fulfil our fundamental task, to be successful."

Mainly related this to the four themes:

An organization or group of organizations has to develop common answers to these questions if they want to take an agreed role in society. The mission then represents the summary of these answers that can be made available to the general public.



A mission statement contains all the relevant statements of the new company. It provides the combination of self-growth, philosophy (social and human image, norms and values) and the proposed developments, representing the quantitative and qualitative targets.

## **Logo**

A logo is a graphic symbol, which represents a particular subject -. For example, a company, an organization, individuals or a product. It may be designed as a pure image brand, wordmark or word-picture-brand and is the essential component of the visual appearance (corporate design) and support the identity (corporate identity) of the copyright holder. To design a good logo, 5 principles have to be respected:

### Comprehensibility

The logo can underline the importance of the name or refer to the business activity. This can be done by a graphic symbol or selecting an appropriate scripture. If a company name or a brand name is combined with a graphic character (Icon), one speaks of a word-picture-brand.

### Uniqueness

A logo "transports" the company's image. If it is already occupied by other associations, then it is more difficult to establish an identity or a company profile. In that situation, there is a risk to be overlooked or confused. From inadequate distinctiveness, even legal problems may arise.

### Memorability

Here the formula KISS is important: "Keep It Short (and) Simple" (mutatis mutandis: "consider it short and simple") - which is simple, easy to remember. Successful corporate brands as Audi, Opel, VW, Nike or Apple are so simple that they can trace many consumers hearts.

### Reproducibility

Colourful logos are technically no problem, but there are exceptions. It needs to be clearly visible, especially on products, as well as fax, as a stamp, from a distance, embroidered on a t-shirt or another promotional product. The logo is the sign for a company and not just a colourful illustration. Good logos meet the highest demands and are more or less clearly identifiable and readable in a width of 20 millimetres. Before a logo has realized all these requirements, it asks for many compromises, such as the use of abbreviations and reduction to an optimum. The creators of the popular and much-quoted saying "less is more" applies here quite accurately to that.

## Requirements

A logo contains major elements and minor elements. Main elements are the company name and the service offered or the product being offered. Optionally dispensable addition elements are graphic elements, a slogan or an identity statement.

## **Print media**

Print media is the collective term for all printed on paper media. Examples are newspapers, magazines, books and other printed matter, such as inserts, catalogues, brochures and advertising papers. But also, magazines, newspapers, books, catalogues, maps and plans, as well as postcards, calendars, posters, leaflets, pamphlets, posters, etc.

Unlike the printed products, the new media will be provided, which today are mainly present in the digitized form, for example, CD-ROMs, DVDs, digital books ("E-Book") or web publications.

## **Social Media Marketing (SMM)**

Social media marketing is a form of online marketing that uses social media for its own needs. There are many ways to use social media in companies in a meaningful way. Not only in marketing or corporate communications can a wide variety of objectives be pursued, for example:

- ❖ Maintaining your image
- ❖ Increase awareness
- ❖ Exchange of information
- ❖ Generate traffic for your own company website or blog
- ❖ Recruitment of personnel.

## **In 8 easy steps to a social media marketing strategy**

Without a social media marketing strategy, it doesn't work. Companies that want to position themselves with customers and target groups in social media should know where their social media journey is leading.

A social media marketing strategy is the summary of all your plans and objectives for and in social media. It guides your activities and informs you about successes and failures.



### **Step 1:** Define social media goals that are aligned with business objectives

- Set yourself S.M.A.R.T. goals  
Each of your goals should be aligned with the S.M.A.R.T. framework:  
Specific - Measurable (measurable) - Attainable (feasible) - Relevant - Time based (terminated)
- Track meaningful key figures  
Be inspired by these 19 truly meaningful social media

### **Step 2:** Research target groups in-depth

- Develop target group personas  
This comprehensible guide provides guidance for the development of target groups/target customers personally.

### **Step 3:** Competition searches

- Carry out a competitive analysis

With the help of competition analysis, you determine who your competitors are and what they do well (and not so well). This will give you a good feeling about the expectations in your industry. And that helps you to set your own social media goals.

### **Step 4:** Implement a social media audit

- If you are already active in social media, take a step back and see what you have achieved. Ask yourself the following questions:  
What works? What does not work?  
Who is connecting with you on social media?  
Which social media networks does your target group use?  
How does your social media presence compare with that of your competitors?
- A guide and template for a social media audit are developed that will guide you through the process step by step in a simple way.

Competitive analysis <https://blog.hootsuite.com/competitive-analysis-on-social-media/>

Guide: <https://blog.hootsuite.com/social-media-audit-template/>

### **Step 5:** Create accounts and optimise existing profiles

- Determine which networks you want to use (and how)  
Tip: develop a mission statement for each network. These explanations in one sentence will help you to focus on a very specific goal.
- Set up your accounts

Tip: Use high-quality images that correspond to the formats recommended for each network.

### Step 6: Finding inspiration

- Even if your brand should be distinctive and unique, you can still be inspired by other companies with a convincing social media presence.

### Step 7: Develop a social media content calendar

- Your social media content calendar should also include the amount of time spent interacting with your target group (and leave some room for spontaneous engagement).

Social Media-Content-Calendar: <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>

### Step 8: Test, evaluate and adapt the strategy

- Consider your social media strategy as a living document that you regularly check for necessary modifications. Refer to it frequently. But don't be afraid to make changes where necessary to reflect new goals, tools or plans.

### Any further important steps

- Know your target audience

Once you have defined your objectives, it's time to identify the characteristics of your audience. Doing so is vital because it lets you know who you are directing your communications towards. Once that is understood, you'll be able to better select the content you'll publish because you'll have a specific reader profile in mind.

Note that in the Purchasing Process, different parties are involved: the decision-maker (who decides what to buy), the influencer (who influences the decision of the purchase), the buyer (who pays the price) and the user (who uses the product).

Once you have identified your target audience, you need to characterize it to make sure the information you share on social networks will generate added value to them (for example useful information, customer service, entertainment, etc.). Your goal is to position yourself in the minds of this audience so that they choose you when purchasing. Below is a list of the data that will help you characterize your target audience:

#### What You Need To Know About Your Target Audience

- Gender
- Age Range
- Level of Education
- Role at Home
- Socioeconomic Level
- Lifestyle
- Value System
- Consumer behavior:
  - when they buy,
  - why they buy,
  - how much they buy.

- Perform a Social Media Audit to know your status on social networks

Once you have defined the goal(s) you want to achieve with your Social Media Strategy and have identified your target audience, it's time to check out your brand's current status on social media. To do this, it's best to conduct an audit or control, which will help you know where you stand in the realm of Social Media Marketing.

To help you with this task, a template that will guide you through the process of Social Media Auditing with six simple steps. The steps are:

- Step 1: Enter your current social profiles into the spreadsheet.
- Step 2: Search for accounts that could be representing your brand.
- Step 3: Set a goal for each profile, making sure it aligns with your business objectives.
- Step 4: Check the authenticity of each of your accounts.
- Step 5: Optimize the Password Management.
- Step 6: Define a protocol for the future management of your social networks.

### Social Media Audit Template

Social network	URL	Responsible for Account	Optimized password	The objective for this network	Administration strategy
Facebook (page)					
Twitter					
Google+					
You Tube					
Linkedin					
Pinterest					
-----					

- Choose the best channels to focus your proposals on

After defining the objectives that you will pursue with your Social Media Strategy and you know your status on social networks, it's time to determine the best networks for expanding the reach of your proposals.

To select the most appropriate network to foster the growth of your business, you must know and understand the style and characteristics of each social network. So, in this section we will review some of the characteristics of the most important ones:

- Facebook: on the one hand, this network is the most important today. It has reached more than one million active users per day. For that reason, your audience would likely be found among its members. On the other hand, this is one of the most comprehensive social networks on advertising services, as it allows you to segment the audience very effectively to maximize the effectiveness of your ads.

Advice: You should include Facebook in your content distribution channels. You'll be able to reach your fans with your proposals, especially if your goals include Boosting Brand Recognition or Increasing Web Traffic.

- Twitter: As its slogan suggests, this social network is perfect for "joining the conversation". There are about 350.000 tweets posted every minute from different parts of the world. That means that it is extremely likely that your brand has already been named by a #hashtag (topics), or @mentions (username citations) in that incessant avalanche of real-time publications.

Because it's so dynamic, Twitter is perfect for Strengthening Customer Service. One way is to utilize hashtags associated with frequent consultations (try to be as specific as possible, for example, #bbenavigator), so you can easily find consultations. Similarly, I advise you to consult your private messages frequently to meet your customers' concerns.

- LinkedIn: This social network dedicated to the professional world, has 148 different industries represented by companies' pages, in which more than 1.3 million products and services are offered. In addition, LinkedIn has over 300 million users worldwide, of which 39 million are students and recent graduates. For all these reasons, this social network is perfect for positioning your brand in the industrial sector and finding qualified employees for your business.

In addition, LinkedIn is an ideal place for the development of commercial relations of B2B type, Business to Business.

- Pinterest: If your goal is to Increase your Sales, Pinterest is an excellent way to achieve this. As you can see in the picture below, its search engine is optimized to show users pictures of your products in high resolution that can be filtered by categories.
- Google+: the importance of including this network in your Social Media strategy has to do mainly with improving position your content. Since their developers are the same ones who develop the most widely used search engine worldwide (Google!), it's probably a good idea to spread your proposals through this channel as well. For example, if you can have a presence on G+, when people google your brand, they will see a special box with information about your business to the right of the search results.
- Generate content that brings added value to your audience

As we've been saying, adding value to your content is a key aspect of your Social Media Strategy, because this is what users look at when deciding to follow you or not. So, now that you know who you're directing your messages to, it's time to select the content you will share through your social networks.

At this point, I recommend tools for deciding on what topics you should talk about in your publications (beyond your regular promotional updates).

One tool is BuzzSumo an online search engine that lets you see what the most popular publications are in social networks and specific domains.

The other tool is Google Trends, a Google service that informs you about what the top searches performed by users are, and what topics are trendsetters.

Microsoft team and Zoom are suitable for communication and direct online exchange, e.g. with your partners.

## 4. Marketing plan step by step

The marketing plan is the basis for the success of any company - from micro-enterprises over SMEs to large enterprises. All measures of marketing, all paths and steps to develop successful companies are described in detail.



Almost every company depends on appropriate marketing measures. The more detailed and concrete these strategies are, the faster the desired success can be established. Especially for small and medium enterprises, a well thought marketing strategy is essential. Who takes such a step only sporadically, can quickly get into the offside, and the turnover remains a lower level than hoped. Therefore, it is worth the elaboration of a strategic marketing plan and brings to your measures and gives you a comprehensive overview of their effects.

Orient yourself in creating your personalized plan to the five following steps and work on every item in detail. Only the result is the basis for your business marketing plan.

### Step 1: Strategic Analysis

Strategy development is a very special issue. This sentence is important and should be emphasized: The advantages for the customer are the focus of all considerations!

At the beginning of each planning analyses of the current situation must be. This is concerned with the market, customers and competition mechanisms. Often marketing is equated with elaborate advertising that anyway no one can afford. The question "Will that help?", "What's in it for my company?" So many questions - because after all there is a danger, "put in the sand" a lot of money.

This analysis gives you an overview of the potential of image, sales and revenue volumes to competitors' products and market developments.

Next, define your target market accurately and collect information about the market shares of other companies.

Also important is a SWOT analysis and competence analysis that gives you the strengths and weaknesses of competitors but also shows your own business.

The following questions you should ask yourself when strategizing:

- What advantages does your offer compare with your concurrence?
- What competencies are the benefits of your offer?
- What is the price/performance advantage of your offer?
- What benefits will the customer benefit achieve from your offer?
- What image do I want to reach?

## **Step 2: Define goals**

Have a look at the results of the inventory of your company. After creating this comprehensive analysis, you can name, based on this designate, objectives, such as customer acquisition, customer loyalty, turnover or image development or improvement. Take care if you formulate these goals: It should be formulated, that you also can check these later and to see if you have reached this.

These objectives must always be SMART: Specific, Measurable, Ambitious, Realistic, and Terminated

Your marketing goals should be conforming to the mission statement/vision statement and the objectives of your company (fi: "We want to be the market leader in our sector."). These goals have to be formulated as precise as possible so that a suitable timeframe (annual plan) can be created for the implementation of short-term and long-term strategies.

## **Step 3: Define strategies and create the marketing plan**

Configure your strategies on your annual plan. It is very important to know where your plan focus. So, if you go for goals, such as customer acquisition, market positioning or competitive advantages, all your marketing activities (such as sponsorship, PR campaigns and advertising or social media appearances) should be oriented on the marketing instruments (price, product, communication, distribution).

In addition, a mission statement/vision of your company help to find the appropriate marketing measures and formulation.

If the strategy has been established, marketing planning can begin.

The creation of a marketing plan is “teamwork”. In the team the different aspects are discussed, considered the feasibility, advantages are closer discussed as well as disadvantages.

**Note:**

To admire all thoughts and ideas and to evaluate, takes time and space. Define a long enough period for an intensive exchange of ideas.

Let the team ideas and thoughts for marketing simply be put into the round. Collect all the approaches on the blackboard. No idea, no contribution may be questioned or reviewed. Everyone can express themselves freely and only comprehension questions are allowed. The discussion about the meaning and likelihood of success of the proposal or a proposal comes later.

After just thirty minutes of brainstorming, creative, new points are collected.

Basic measures:

- Company Mission Statement/vision
- Logo
- Internet presence and social media
- Print media (flyers, posters)
- Target group
- Mailing list with contacts and

Typical measures for the Marketing Plan

- Flyers advertising
- Display Advertising
- Entries in directories and portals
- Poster advertising
- PR activities
- Videos, Presentations
- Radio and television advertising
- Blog: providing useful tips and hints

## Step 4: Implementation and budgeting

Of course, the realization of your strategies depends on your budget. But, marketing objectives should be more than vague hopes for a "reward", for the issue of the marketing budget.

Specify an amount you are willing to pay for your marketing. This includes not only the cost of individual activities but also the need for staff and materials. Keep the resulting and ongoing costs always an overview.

An example will illustrate the implementation:

Action / Measure	period	Cost (per year)	Results (per year)
Company Mission statement and Logo	single	3.000 € 5.000 €	Company strategy image
Print media (Poster, Flyer, etc.)	yearly	750 €	recognition and image
advertisement	4 x per year	2.000 €	Image
Open day <ul style="list-style-type: none"> <li>Guides for Company</li> <li>Consumer game</li> </ul>	4 x per year	4 x 1.500 € 4 x 1.000 €	Interested consumers image
Website <ul style="list-style-type: none"> <li>care and support</li> </ul>	yearly weekly	7.000 € $52 * 4 \text{ h} * 60 \text{ €} = 12.480 \text{ €}$	Recognition and image
Bloggen, Facebook, XING, Twitter <ul style="list-style-type: none"> <li>care and support</li> </ul>	single daily	500 € $220 * 20 \text{ €} = 4.400 \text{ €}$	Recognition and image
Network regional Meetings Exchange of information	monthly	$12 * 50 \text{ €} = 600 \text{ €}$	Network effects and partner Image

### Remarks

- Action: Here you describe as clearly as possible, what to do
- Period = cycle: how often is that?
- Cost: cost estimate for the implementation of this action (one-off costs and recurring costs)
- Results: How many customers and/or orders you expect from this measure (monthly or yearly) - awareness and image are monetarily not assessable but in product sales. Image can't be monetarily evaluated.

## Step 5: Success control

Check regularly the degree of target achievement (effectiveness), the relative cost (efficiency) and the progress of your marketing activities.

Possible bad investments can be limited and the budgeting can be changed when needed. You will receive valuable information on how your product is received by the target audience and by the market. So additional measures can be started or inefficient measures can be stopped. Also, the staffs, are responsible for implementing the marketing plan, should always be included in the control mechanism.

Marketing control is essential. It is based on the marketing objectives and checks to see if the alignment of all activities is succeeded. It is the comparison of objectives and the observed results.

### Summary: T M P for your success

T P M stands for Transparent. Measurable. Payable.

To create a marketing plan and marketing plan for your business, you need a creative team. This applies to new businesses as well as for small and medium enterprises, micro-enterprises as well as large enterprises.

Gather your personal "key people" around, take your time, the best one day in a quiet environment, and develop it together with your action plan for marketing. Throw all proposals in your team and evaluate them at the end. That's your developed marketing plan.

And then it comes to the point. The most fantastic plans are not worth the paper on which they are, if they are not used consistently translated into action. And this is not just a top priority ("Chefsache"), but the work is distributed among the team members and others. The boss regularly checks –fi. in monthly talks - whether the measures are implemented.

T M P: creativity in developing, constructiveness in the assessment and consistency in implementing - with these three letters T M P it becomes is possible to develop your individual marketing plan.

More information:

How to Create a Marketing Plan | Step-by-Step Guide

[https://www.youtube.com/watch?v=4ti\\_uK60nLk](https://www.youtube.com/watch?v=4ti_uK60nLk)

## 5. Quiz

### 1) What means the SMART principle?

Select one:

- a. *S=Superior, M=Measurable, A=Acceptable, R=Realistic, T=Time bound*
- b. *S=Specific, M=Measurable, A=Acceptable, R=Realistic, T=Time bound*
- c. *S=Specific, M=Moderate, A=Available, R=Realistic, T=Time bound*

Answer: b. (S=Specific, M=Measurable, A=Acceptable, R=Realistic, T=Time bound)

### 2) What marketing tools do you know?

Select one:

- a. *Company Mission Statement & Logo*
- b. *Poetry Slam*
- c. *Agricultural Music with all stakeholders*

Answer: a. (Company Mission Statement & Logo)

### 3) Put the steps to create a marketing plan in the right order!

Select one:

- a. *Strategy, Objectives, Analyses, Marketing-Mix, Evaluation*
- b. *Objectives, Evaluation, Strategy, Analyses, Marketing-Mix*
- c. *Analyses, Objectives, Strategy, Marketing-Mix, Evaluation*

Answer: a. (Strategy, Objectives, Analyses, Marketing-Mix, Evaluation)

### 4) Why a marketing plan is necessary for your company

Select one:

- a. *It gives information about the current situation and gives answers about future strategies.*
- b. *It gives information about the current situation.*
- c. *It gives answers about future strategies.*

Answer: a. (It gives information about the current situation and gives answers about future strategies.)

5) Which variety of objectives be pursued Social Media Marketing (SMM)

Select one:

- a. All are objectives.
- b. Maintaining your image
- c. Generate traffic for your own company website or blog
- d. Increase awareness

Answer: a. (All are objectives.)

6) How many steps are described to a social media marketing strategy

Select one:

- a. 7
- b. 8
- c. 9

Answer: b. (8)

7) What types of marketing do you know?

Write your answers here

Answers: Internet marketing, Blog marketing, social media marketing, Print marketing, Video marketing

8) What stand for TPM)

Select one:

- a. Transparent – Measurable – Payable
- b. Transaction – Mission – payable
- c. Transparent – Mission – Payable

Answer: a. (Transparent – Measurable – Payable)

## 6. Sources

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<https://www.business-fundas.com/2011/4-cs-of-marketing-the-marketing-mix/>