



Think of a Marketing Action Plan as a road map to take your business on a journey of success. As a business owner, you generally know where you want to end up and you may have many different ideas on how to get there. Your Marketing Action Plan keeps you on course.

Small business needs differ substantially from those of large corporations, most significantly in the area of budget and man power. An effective Marketing Action Plan will help you to thrive and grow by detailing the route you'll take to get your business noticed by potential clients. By following a properly crafted plan, you'll know what to do and why you're doing it, while avoiding some of the mistakes that can cost you money and future growth.

Some of the questions an action plan address include:

- How do I define my own target markets?
- What is my own unique value proposition?
- How do I communicate this effectively to my target markets?
- How can I create a 'wow' factor?
- How do I build or refresh my brand?
- Which marketing tools are the most effective for my business?
- What are the best ways to maximise my marketing dollars?
- How do I put my marketing plan into action?
- How do I measure the effectiveness of my marketing?

Ideas Into Action specialise in developing low cost, high impact Marketing Action Plans packed with practical and innovative solutions. We will work with you to:

- analyse your current marketing strategy
- choose the right mix of marketing – from events, sponsorships, direct marketing, public relations, advertising and telemarketing to client referrals, creating alliances, networking and more
- identify the most suitable marketing tools for your business

We don't believe in developing 60 page plans that look great, but are doomed to sit on a shelf in your office..... Our Marketing Action Plans are succinct and small business focused, providing you with clear and simple strategies that you can apply to your business immediately!



Vision > Objectives > Strategies > Timelines > Budgets > Review

**Contact Ideas Into Action to discuss developing a Marketing Action Plan
for your business growth today.**