**Analysis**

* Brainstorm on strengths, weaknesses, opportunities and threats
* Think through the implications of the analysis
* Feed these discussions into the next step

**Objectives**

* Make them SMART

**Strategy**

* Plan research – think about low cost tools
* Make sure the strategies are focused on benefits to visitors / users
* Agree groups of people who you wish to make aware of your services
* Identify the most appropriate tactics
* Think about product, place, promotion and price in their broadest context
* Test proposed strategies with target groups before taking the next step

Cycle

Marketing Planning

**Resources**

* Agree a budget including all elements of the pain including staff capacity

**Implementation**

* Ensure that the plan can be implemented.
* Monitor your work and react to changes in circumstances

**Evaluation**

* Evaluate the work against the objectives set
* Feed this analysis back into the planning cycle to make the plan sustainable

**GUIDANCE SHEET FOR MARKETING PLANNING**