

Name: Ong Pei Kang

Matric Number: B032010100

A Marketing Plan is a vital tool in a company's overall marketing strategy that outlines objectives and provides a roadmap for achieving those goals. The 5A's customer journey framework is a helpful way to structure a Marketing Plan, including the stages of Awareness, Appeal, Ask, Act, and Advocate.

In order to create a successful Marketing Plan, it's important to first audit and evaluate previous efforts to determine what went well and what didn't. This includes analyzing problems such as a lack of attraction or brand awareness, a lack of curiosity or buzz around the brand, a lack of commitment or sales, and a lack of affinity or customer loyalty.

To address these problems, the objectives of the Marketing Plan should focus on improving attraction through better marketing communication and repositioning, improving curiosity through content marketing and community engagement, improving commitment through better channel and sales force management, and improving affinity through loyalty programs and better customer care.

By addressing these objectives, companies can create a Marketing Plan that addresses the needs of their target audience, engages them through multiple touchpoints in the 5A's framework, and ultimately drives sales and customer loyalty.