

Marketing Plan

Project Duration:

Ideally, it would take a maximum of 2 weeks to design and launch the strategy in order to market your website.

Learning from the Project:

A marketing plan is a report that outlines your marketing strategy for the upcoming year, quarter, or month.

- ✓ Identifying the target audience and their personas
- ✓ Identifying trends and seasonality for your keywords and keywords groups
- ✓ Developing a marketing plan to market your products/services
- ✓ Identifying the ways to promote your business on various platforms and ways
- ✓ Measuring success and identifying the gaps to achieve the goals

Project Overview:

Typically, a marketing plan will include:

- An overview of your business's marketing and advertising goals
- A description of your business's current marketing position
- A timeline of when tasks within your strategy will be completed
- Key performance indicators you will be tracking
- A description of your business's target market and customer needs

Learning how to write a marketing plan forces you to think through the important steps that lead to an effective marketing strategy. A plan will also help keep you focused on your high-level goals.

Whether you're a team trying to set smarter marketing goals, a consultant trying to set your client in the right direction, or a one-person team trying to introduce structure, a solid marketing plan shows that your marketing strategies are backed up by research.

The project involves identifying the target audience and their personas to drive traffic in order to achieve the goals. You would also analyze the data captured on analytical tools to make necessary changes in your marketing plan.

Project Task:

The scope of your marketing plan varies depending on its purpose or the type of organization it's for. For example, you could create a plan that provides an overview of a company's entire marketing strategy, or simply focus on a specific channel like SEO, social media marketing, influencer marketing, or event marketing.

As said, content is the best SEO. People link to information they like. Also, your goal is not just links but sales. Your task is to create a marketing plan for your business.

Refer Chapter 8: "Market Your Optimized Website" for an example of creating an initial marketing plan.

- Write a simple executive summary
- Set metric-driven marketing goals
- Outline your user personas
- Research all your competitors
- Set accurate key baselines and metrics
- Create an actionable marketing strategy
- Set tracking or reporting guidelines
- Make it look professional with a marketing plan template

Reporting and Analysis:

Your report would include the following:

- Executive summary
- Metric-driven marketing goals
- Your user personas
- Details about your competitors
- Your key baselines and metrics
- Your marketing strategy
- Your tracking or reporting guidelines
- Marketing plan template

Submission Process:

Capture the screenshot in a word document/make an excel sheet as per reporting and add your analysis comments. Attach the file under the Assessment tab, project 5 for evaluation.