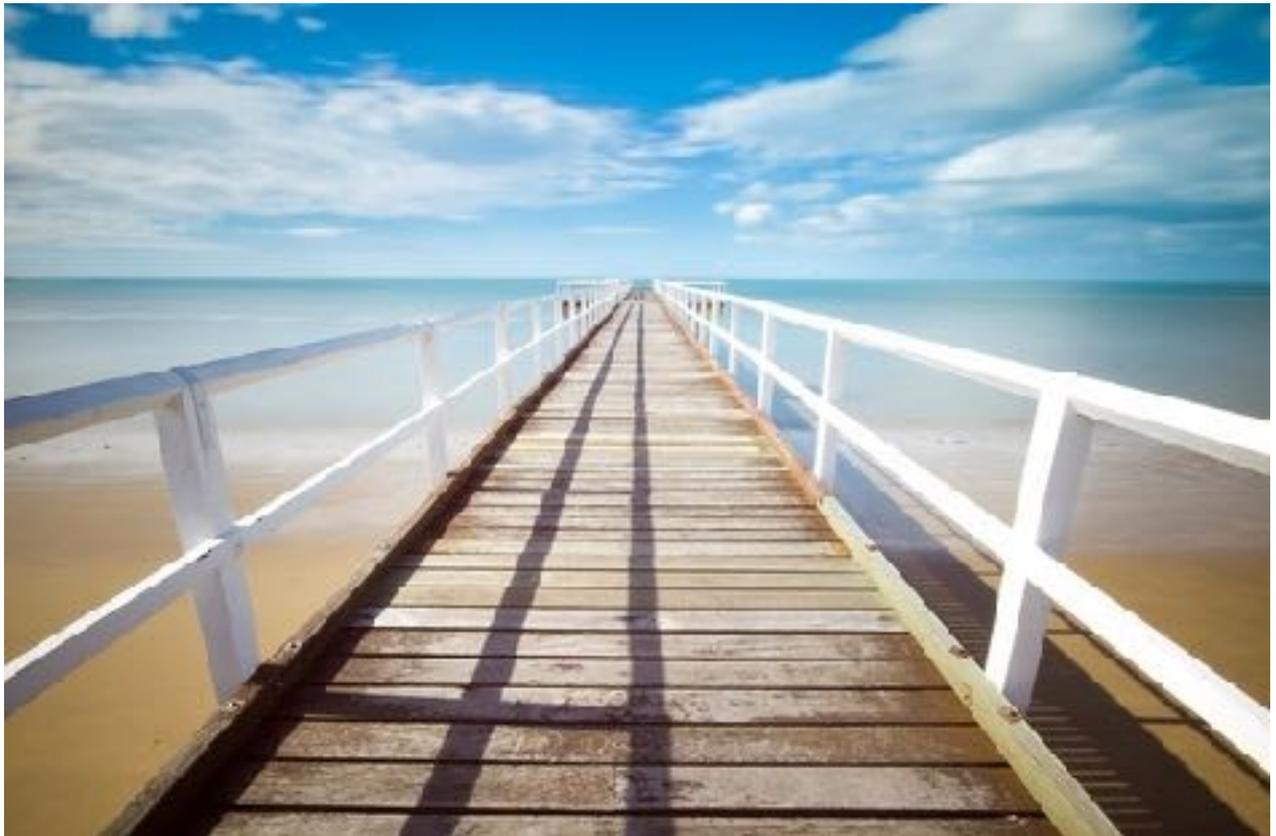


# Helping your business attract and retain customers



## Strategic Marketing Review & Plan



### **This is ideal for businesses :**

- Who undertake marketing activity but who rarely if ever robustly challenge and review that activity and the returns it is generating.
- Who need a structured, yet simple strategic marketing plan.
- Who need some new marketing ideas.
- Who want the benefit of the input of someone with high level marketing experience and expertise.

## How often do you robustly review and challenge your marketing activity and spend?

Monthly, Quarterly, Annually or Never?

For most businesses who don't have dedicated high level marketing resource the answer is usually never.

Which means the ads run, the website functions, sponsorships continue, the newsletter goes out, someone does some occasional tweeting and facebooking, the leaflets and flyers get re-printed, but potentially without any real consideration as to what the real purpose of all your marketing activity is.

A robust review should ideally happen once a quarter with the following questions being asked:

1. Where is your marketing money being spent?
2. Are your marketing messages consistent across all the mediums you use?
3. Do you know which marketing is generating enquires / responses / leads?
4. Does your marketing reflect your company?
5. Are you buying marketing because you think it's 'a good price' or because it is reaching your customers and potential buyers?
6. Are you getting the best deals from the marketing you are buying?
7. Based on where you want to be as a company what changes to your marketing do you need to make to help you get to where you are going?

The key ultimately to marketing success is having the right message reach the right people at the right time, and not just every so often but all of the time.

A regular quarterly marketing review will help save you time and money by identifying marketing activities that are working / not working and as such those that need either eliminating or reducing and those that need starting or increasing.

If you think this is a good idea I can help you kick start it by facilitating your first quarterly review and on the back of it I'll create for you, if you haven't got one, a simple 4-5 page marketing plan which acts as a reminder of what you decided you should be doing when it comes to marketing. I'll also come back six weeks after the review to see how you're doing and help you prepare for the next review which you should be able to do for yourself.

One of the challenges of marketing is being able to keep up not just with your competitors but also with your customers.

## How does it work?

I would spend 2-3 hours in the business working with those with overall responsibility for marketing.

The key objectives will be to :

1. Robustly challenge how effective the current marketing activity is.
2. Identify what the business wants its marketing activity to achieve.
3. Discuss ideas to ensure the marketing investment delivers the desired results.

I would then create and deliver two weeks later a 4-6 page Strategic Marketing plan.

Six weeks later I return for a 90 minute get together to see how the plan is being implemented.

## What is the outcome ?

A Strategic Marketing plan the business can action immediately and use to drive revenue growth.

## And the investment is ?

The fee includes the 2-3 hour meeting, travel time and costs\* to that meeting, the production of a 4 to 5 page marketing plan and a 90 minute follow up meeting.

Fee : £775 + vat

\*The fee covers mileage up to 40 miles from TR1 2DH. Beyond that mileage costs would be 45p +vat per mile.



## What to do next :

Give me, Trevor Lee a call on 07785 390717 or email me via [trevor@trevorleemedia.co.uk](mailto:trevor@trevorleemedia.co.uk) and we can have a conversation about how a strategic marketing review and plan can help your business.

