

IMM MARKETING PLAN GUIDE

POWER-UP YOUR BUSINESS

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Use this guide to help you get started with your company's marketing plan development.

It will help you organize and formulate a marketing strategy to achieve your business goals and objectives.

Once you answer the questions below contact us at info@imm-llc.com or call (888) 490-6676 to set up a free marketing consultation.

Power-Up your business today!

PART 1: THE BASICS

1. Your business name

2. Your name

3. Your role/title

4. Your contact information (phone, email, address)

PART 2: PURPOSE, VALUES, VISION & MISSION

1. What is your Purpose?

This is the reason your company exists. It's the big idea for why you do what you do. It's why you came together. Purpose should remain constant and not change.

2. What are your Values?

Your organization's values should guide everything you do. This is the glue. Words like "integrity," "honesty," and "humility" are often used in value statements. Values guide every decision, every strategy, every employee, campaign and relationship your business engages in. And again, values should never change.

3. What is your Vision?

Vision is what you see and where you're headed. It is your picture of the future 5, 10 or 20 years down the road. Your vision should be dynamic and evolve over time and change with culture.

4. What is your Mission?

The mission is how you get to your vision. It is a road map to get you to where you are headed with your vision. You may have several missions, both long term and short term. Your mission should also be dynamic and evolve over time.

PART 3: YOUR COMPANY, PRODUCTS AND SERVICES

1. Who is your primary target audience?

Identify who you are mainly trying to reach with your product/service.

Identify all that apply - age, gender, ethnicity, relationship status and socioeconomic status of your current and potential customers.

2. Who is your secondary target audience?

Identify secondary audience you want to reach with your product/service.

3. How is your product / service positioned in the market, in the minds of customers?

What feed back are you getting from existing customers and potential customers?

4. Does your company / product / service need to be re-positioned?

Are your purpose, values, vision and mission aligned with how your business is perceived?

5. What is the company's brand 1) personality and 2) relationship with the target audience?

6. What are the main reasons people in the target audience are reluctant to buy? And how can you overcome that reluctance?

7. What's the single most persuasive thing you can say to trigger action and turn prospects into customers?

8. How can you show product/service benefits or how your product/service solves a problem?

9. What are the rational and emotional reasons for your customers and potential customers to act now / buy now.

PART 4: YOUR COMPETITION

1. What does the competitive landscape look like?

List your competitors

2. How does your company / product / service compare to the competition?

List major strong & weak points.

3. Does your product / service have a genuine competitive advantage over others? If so, what is it?

4. Does your product / service have a competitive disadvantage in the market? If so, what is it?
