



The Highly Effective Marketing Plan

A proven, practical, planning process for companies of all sizes



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HEMP

GOALS & TARGETS

1. Desired Result

2. What's it worth?

Turnover	<input type="text"/>
Profit	<input type="text"/>
Timetable	<input type="text"/>

3. What are the consequences?

	Achieving	Not Doing / Not Achieving
+	<input type="text"/>	<input type="text"/>
-	<input type="text"/>	<input type="text"/>

4. Who are they?

TARGET AUDIENCE

12. Measurement

Tangible & Intangible

13. Investment

Budget

14. Resources

Skills

Time

5. What do they currently think and do?

Think

Do

6. What do we want them to think and do?

Think

Do

CONTROL & MEASURE

ACTIONS

15. Actions

11. How should we talk to the audience?

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WHO ARE YOU?

7. Personality

COMMUNICATION

10. Customer Benefit

How do you differ from the competition?

9. What's the one big thing?

8. What's the story?