



# Strategic Marketing Planning

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Central Coast Business Expo 2005  
Mingara Recreation Club

Patrick M. Zuluaga  
PMZ Marketing





# Marketing & Business Planning

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- Marketing Planning
  - Customers & market potential
  - Find, target, attract and win customers
  - Resource & Expense Budget
- Business Planning
  - Viability of the company
  - Profitability, cash flow, staff
  - Profit & Loss, Balance Sheet





# Strategic Planning

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- 3 Basic Approaches to Strategic Planning
  - Top-down
  - Bottom-up
  - Multi-level
- 3 Levels of Planning Sequence
  - Business Planning
  - Strategic Marketing Planning
  - Annual Marketing Planning & Review



# Strategic Marketing Planning

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## 1. Situation Analysis

- Marketing Audit
- SWOT

## 2. Target Market

- Market Profile & Segmentation
- Buyer Behaviours
- Sustainable Competitive Advantage



# Strategic Marketing Planning

(continued)

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## 3. Objectives

- Marketing Objectives
- SMART Criteria
- Track Progress

## 4. Strategies

- What & How
- Marketing Mix





# Strategic Marketing Planning

(continued)

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## 5. Programs

- Plan execution and timelines
- Communications Mix

## 6. Budgeting

- Resources and funding allocated



# Monitor & Control

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1. Monitor progress & track results
2. Periodic review of effectiveness
3. Adjust / update plan & take action
4. Feedback loop
  - Act > Observe > Adjust > Act again



# Factors in Marketing Planning

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- Basic Issues

- Understanding the Marketing Environment
- Implementing the Marketing Concept
- Determination of the Optimal Marketing Mix





# Factors in Marketing Planning

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- Knowledge of the Customer
  - Effective Market Segmentation
  - Needs Triggering Consumption & Usage
  - Buyer Behavior
  - Competitive Situation



# Marketing Tips

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1. Emphasise what makes you different
  - Define your unique selling proposition
2. Put yourself in your customers' shoes
  - Focus your efforts in selling the benefits
3. Your message should be snappy & clear
  - Get your benefits across in 30 seconds or less
4. 'New' & 'free' are words that sell
  - Offer trial periods & money-back guarantees
5. Track results of your marketing spend
  - Monitor results & adjust





# Marketing Tips

(continued)

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6. Ask customers for product endorsements
  - Builds confidence for prospective customers
7. Word of mouth works wonders
  - Referral marketing & leads
8. Attract customers with incentives
  - Provide a reason to act immediately
9. Act on feedback
  - Take on-board feedback from customers
10. Know when to follow-up
  - Set a date / time to follow-up



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# Q & A

Patrick Zuluaga

Director

Zuluaga Pty Ltd AFT PMZ Trust

Trading as PMZ Marketing

M: 0403 436 889

F: 02 4388 9164

E: [patrick@pmzmarketing.com.au](mailto:patrick@pmzmarketing.com.au)

