**Marketing Review and Action Plan**

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| --- | --- | --- | --- |
| **Business name:** |  | | |
| **Type of business:** |  | | |
| **Type of organisation:** |  | | |
| **Contact name:** |  | | **Tel:** |
| **Date of review:** |  | **Email:** | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Issues:** | | | |
| **Corporate image:** | | | |
| Physical image | | | |
| Image as experienced by the customer: | | | |
| **Current marketing activities:** | | | |
| **What?** | | **Where?** | |
| **Existing resources:** | | | |
| **Marketing checklist:** | | | |
| Word of mouth customers | Word of mouth staff | | Shop front |
| First contact | Local newsletters | | Advertising |
| Social media | Website | | e-bulletins |
| Flyers | Yellow pages / directories | | News releases |
| Notice boards | Special offers | | Local networking |
| Suggestions boxes | Questionnaires | | Monitoring |

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | **SERVICES** | | | |
| **OLD** | | **NEW** | |
| **C U S**  **T**  **O M E R S** | **OLD** | **Old customers** | **Old services** | **Old customers** | **New services** |
| **NEW** | **New customers** | **Old services** | **New customers** | **New service** |

**Motivations for key customers:**

These are the key motivational factors we discussed for your key customers. Consider the motivational factors in all your marketing.

**Approach to marketing:**

Some ideas about how you could market your services:

|  |  |  |
| --- | --- | --- |
| **Marketing Action Plan** | | **Time scale** |
| **Additional marketing required:** | |  |
| **Additional publicity required:** | |  |
| **Media and press:** | |  |
| **Image surgery required:** | |  |
| **Other:** | |  |
| **Monitoring and evaluating:** | | |
| **How?** | **Who?** | |