**Marketing Review and Action Plan**

|  |  |
| --- | --- |
| **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?** |