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CORK POPPING MARKETING PLAN

Get Your Business Fizzing and Flying Today



GEORGINA WALSH



Your Cork Popping Marketing Plan

Welcome! Do you want more cork-popping moments in your business? Welcome to my simple step-by-step Marketing Plan that is guaranteed to make them happen.

I know that as an entrepreneur and small business owner, you **never, ever** have enough time to do everything, and finding time to think and plan ahead is particularly hard.

..... however, success and those wonderful champagne moments will be realised a whole lot faster with some savvy planning. Cue this Marketing Plan.

I've kept it short, simple and crystal clear – just what we like!

OK, let's get going and start to really get your business buzzing!

Grab a cup of tea or coffee, or if it's that time of day a glass of wine (or bubbles, and start as you mean to go on!) and a quiet half hour. Have a read through the notes on the following page and then work your way through the template. Use the example I have included for some extra thoughts. Enjoy!

With very best wishes

Georgina





The first question is often

Help! What Do I Choose?

You may have many different marketing ideas, and there are so many ways to get your message out there, but too much choice leads to rabbits in headlights.

Feeling overwhelmed is not a recipe for success.

I suggest you choose 3 channels and concentrate on getting those right and running well. You can then add other ones as you go along without undue stress.

You'll use the list below when working through your Marketing Plan template.

Common Marketing Channels:

- Website
- Newsletters
- Direct Mail
- Referrals
- Blog
- Repeat Business
- Books
- Networking
- Joint Ventures
- Advertising
- Sponsorship
- Events
- PR
- SEO
- Social Media



Another common question is:

Help! What Exactly Do I Want My Marketing To Do?

Below is a list of some of the things marketing can do for you.

Different things will be needed at different times. As you work through your Marketing Plan it will become apparent which of these you need to work on:

- **Raising awareness of your brand:** Have people heard of you? Do they know what you are about? Do they know why you are different?
- **Creating a need:** Are you in a new territory? Do people know they have this need yet? Why should they buy in to what you are telling them? How will it make their life better?
- **Solving a problem:** What is your customer's main problem? What is the immediate and wider impact that this problem has on them? How do you help solve it and what are the benefits to them?
- **Building a brand:** They may have heard of you, but do they really understand what you stand for, why they should use you?
- **Delivering a call to action:** Your previous messages may have done all the above but are people buying from you? What do you want them to do to start talking to you, exploring your offering, buying from you or buying more from you?

Ready? Your Marketing Plan template is on the next page. OK, let's go:



Cork Popping Marketing Plan

What	Key Points
Last 12 Months What marketing has worked well and what not so well?	
Main Competitors Who are they and what do they offer? Where are you different?	
Your Business Goals or Objectives What are the main goals and what are some of the smaller goals behind these?	
Your Unique Selling Point What do you do and why are you different to your competitors?	
Your Target Customer Who is your target customer? Think of that one person - what key needs or problems are you solving?	
Your Marketing Approach What three marketing channels are you going to concentrate on? What do you want each to achieve? E.g. raise awareness, create a need, a call to action.	1.
	2.
	3.
Your Marketing Actions What actions do you need to take for each channel? Be as specific as you can. Put dates to these where you can. How can you measure your actions and results?	1.
	2.
	3.
Obstacles or Barriers What obstacles or barriers could hamper your plan? Could your own mindset or fear be an obstacle or barrier to success? What could you do to overcome or avoid these barriers? Lastly, how will you celebrate your success?	



Marketing Plan Example – Willy Wonka’s Chocolate Shop

What	Key Points
<p>Last 12 Months What marketing has worked well and what not so well?</p>	<ul style="list-style-type: none"> • The launch of the shop 10 months ago went well and sales increased steadily for the first 3 months, but since then they have decreased every month. • PR opportunities / press releases have not been taken up since initial buzz of launch when we got lots of publicity in local press etc. • Local magazine advertising is proving expensive in terms of the return on investment it is giving. • We have developed a profile on social media but a lot of the contacts are not relevant to us or more national rather than local. • A few new customers in last couple of weeks said they had been told about us by friends
<p>Main Competitors Who are they and what do they offer? Where are you different?</p>	<ul style="list-style-type: none"> • High street chocolate shops, but they are more mass market than we are. • Specialty chocolates in department stores, more high end than us, seen as ‘serious chocolate’ and luxury. • We are not mass market, we are fun and imaginative with a big sense of humour and a touch of magic.
<p>Your Business Goals or Objectives What are the main goals and some of the smaller goals behind these?</p>	<ul style="list-style-type: none"> • To increase turnover by 30% every 6 months for the next two years to enable us to stay in business / break even after set up costs. • To then increase turnover by 25% year on year for next three years. • To begin to plan roll-out of 3 additional shops in each neighbouring county, one a year, starting in 2017.
<p>Your Unique Selling Point What do you do and why are you different to your competitors?</p>	<ul style="list-style-type: none"> • We make chocolate different. We make chocolate <i>really</i> fun. We will surprise and delight you and your family. Additionally: <ul style="list-style-type: none"> ○ We use the best ingredients and lots of fruit in many of our recipes. ○ The treats are small so parents don’t have to worry about overloading their children with sugar and fat.
<p>Your Target Customer Who is your target customer? Think of that one person - what key needs or problems are you solving?</p>	<ul style="list-style-type: none"> • Parents of young families looking for a different, yet affordable treat for their children or for a fun and surprising gift. • They are busy and want to make a trip to the high street fun to keep the children interested. • They want to keep the treat tin at home interesting and as healthy as possible too. • They want to keep their children’s diets as healthy and balanced as possible.
<p>Your Marketing Approach What three marketing channels are you going to concentrate on? What do you want each to achieve? E.g. raise awareness, create a need, a call to action.</p>	<p>1. Competition via PR – to launch a Golden Ticket Competition to raise awareness of the brand and act as a call to action to buy from the shop, with the potential to win a Golden Ticket.</p>
	<p>2. Local Social Media – to have a targeted, focused, local social media campaign to raise local awareness of the brand and shop and encourage people to visit.</p>
	<p>3. Word of Mouth – to build on the existing word of mouth results we have seen in the last few months, and give an incentive for people to visit the shop.</p>
<p>Your Marketing Actions What actions do you need to take for each channel? Be as specific as you can. Put dates to these where you can. How can you measure your actions and results?</p>	<p>1. Competition via PR</p> <ul style="list-style-type: none"> • Draft Golden Ticket competition literature by end of next week. • Update website with Golden Ticket competition by end of next week. • Write press releases and contact local journalists by end of week after next. • Research other forms of PR and getting message out there – e.g. local radio? • Launch competition by end of the month. • Ensure PR is maximized every time one of the Golden Tickets is found.
	<p>2. Local Social Media</p> <ul style="list-style-type: none"> • Research and choose one social media to concentrate on by end of week after next. • Whether Facebook, Twitter, Instagram, concentrate on building up local profile, rather than national one. • Keep to no more than 30 to 45 minutes per day for first month, then assess results and plan for the next month.



	<p>3. Word of Mouth</p> <ul style="list-style-type: none"> • Give out Golden Ticket competition flyers with every purchase. • Ask customers to tell their friends. We should have been doing this from the start! • Start collecting email addresses and start a newsletter to keep us top of mind and also to send out offers for repeat business and incentives to pass onto friends.
<p>Obstacles or Barriers What obstacles or barriers could hamper your plan? Could your own mindset or fear be an obstacle or barrier to success? What could you do to overcome or avoid these barriers? Lastly, how will you celebrate your success?</p>	<ul style="list-style-type: none"> • Cutting through the clutter of all the other advertising and letting people know why we are different. We need to keep focused, make sure our marketing is not scattergun and that the messages all drive home our key points. • Getting distracted on social media and therefore wasting unnecessary time – to be focused and concentrate on key aims and local awareness. • Exhaustion – after the launch and seeing that sales are dwindling, motivation is low and exhaustion high. Make sure we look after ourselves and don't work 18 hour days – it does not make us get more done. • Bookkeeping – we are very behind on this and it is hampering us from moving forward with other things, and we need to know how much we have for marketing and other key expenses – employ freelance bookkeeper by end of this month and make sure we keep on top of this end of things. • Q1 targets being met will be celebrated with a Cork Popping bottle of Champagne for each of the staff and a relaxing and luxury weekend away for ourselves.

About Georgina

You only get one life. I'm living mine like I mean it.

It's the smaller, smarter steps that create the biggest leaps in business. My goal is to spark brighter focus, more business breakthroughs and lots of reasons for you to pop the champagne.

I believe that life is too short to put up with anything less than a thriving business and career you love.

This is a lesson I've lived and learnt many times over in my own business journey. A journey that has taken me all over the world.

Now I've almost come full circle, back to where my family have lived for over 400 years; immersed in the rolling hills of Northern Ireland, my family and other animals, a buzzing business.....and probably a few too many parties. For me, it's perfection!

Life is busy, fun and ever surprising. And when it isn't, I transform it. My goal is to help my clients do the same. You only get one go at it, so why not max it?

I'm passionate about small business and entrepreneur success, and want to do everything I can to help people succeed. Look out for my articles and offers to help you move your business forward towards greater and greater success.

My approach is a blend of branding, business psychology and coaching influenced by a 25 year career working with some of the world's leading brands and companies. Companies I've worked with include Shell, Unilever, Volkswagen and the University of Oxford.

I am (deep breath) an Accredited Associate Coach with the International Coaching Federation, I have an Advanced Diploma in Performance Coaching, an MSc in Business Psychology and a Diploma in Marketing from the Chartered Institute of Marketing. But thankfully, I'm currently taking a rest from exams!

