Structure for campaign write-up

**REMEMBER TO REFERENCE EVERYTHING TO THE BUSINESS AND EXPLAIN HOW IT EFFECTS IT IN DETAIL – WHAT DOES IT MEAN FOR THE BUSINESS?**

**Intro** – outline intentions, importance of marketing

**Rationale:**

**Purpose of marketing –**

Anticipating, stimulating and recognizing demand

**Aims/ objectives** - what you want to achieve and how to achieve them SMART – give measureable stats and dates e.g. £ or %, customer needs and wants, aims will be different depending on business type/ size

**Market research** (size/ structure/ trends) – stats about the market and what they mean for the business, include details on promotion by a competitor, target market

**Competitors** – what competitors are out there, what do they mean for the business, which is the largest threat?

**Situational analysis** – Strengths, Weaknesses, Opportunities, Threats / Political – *anticipate change*, Economic – *inflation or employment or cost of living*, Social – *values or beliefs or demographics*, Tech – *automation or robotics or e-commerce*, Legal - , Environmental – *carbon footprint or recycling – link to legal and social*/ Boston Matrix, Product Portfolio Analysis

**Product life cycle** – development, introduction, growth, maturity, decline/ what does each stage mean for the business

**AIDA model –** Awareness, Interest, Desire, Action

**Marketing Mix –**

Price – what strat is used? – Competitor/ cost-plus/ psychological/ penetration/ skimming

Product – What is it/ quality/ USP – other P

Place – location of business/ shelf

Promotion – any communication with customers, delivery of marketing message, ads, PR, sponsorship, etc.

People – how are staff/ customers treated/ caring for customers/ staff, after sales service, phone line, training of staff/ customers, guides/ snacks/ toilets

Processes – ease of use/ purchase, trained staff, extra staff, language guides, automation, technology

Physical environment – what does premises look like, decal, facilities, online navigation

**Marketing Message** – what you want to convey to consumers, link to aims and objectives, what needs to be communicated to achieve them, how will I express this?

**Media** – what media will you use? – Viral advertising using social media

**Budget** – how much will you spend on each advertising method? –go into detail

**Timescale** – how long will it take to make each advert, what are the mile stones for making them and how long will they take?

**Rationale** – justification of campaign, how effective will it be, why have you done certain things, how significant is it (link to brief)

**Justification** – explain every decision made

*Day One:*

**Review research:**

* Work through research you’re given; consult on primary or secondary
* Validity – who, when, sample, scale etc.

**List key findings:**

* Demographics of target market
* Financial info – cost to business, price to customers
* Loyalty + repeat purchase habits
* Promotion activity/ cost, reach

**Further Research:**

* Areas of checklist not yet covered
* Market leader promotional campaign
* Keep record of research – primary/ secondary/ validity
* Who are the competition and their pros and cons?

**Consider notes and structure:**

* Review own guide
* PESTLE, SWOT, 7Ps
* Key theory

**2 A4 Pages:**

* Update throughout
* Review and update