

A grayscale photograph of several chess pieces on a checkered board, serving as a background for the title. The pieces include a king, queen, and pawns, arranged in a strategic formation. The lighting creates soft shadows on the board.

2020 Marketing Planning for Industrial Companies

Agenda

1. The "Why" - Benefits of a Marketing Plan - WIIFM
2. The "What" – What is a Marketing Plan & What is Not a Marketing Plan
3. The Marketing Planning Process
4. Tools to Get You Started
5. Q&A

Speaker

BRUCE MCDUFFEE



MMIG

The House without a Blueprint



- Reactive
- No strategy or plan behind the tactics
- Not consistent – nobody knows what the other is doing
- Ugly, not admitted to the leadership table
- Not effective at generating revenue
- Don't know if it's working until it falls down

538% Greater Chance of Success



1. Everyone on the same page
2. Advances the marketing team
3. More efficient with resources
4. Help you say “no” when you need to
5. Proves the value of marketing

Polls

WHAT IS YOUR BIGGEST CHALLENGE?

DO YOU HAVE A WRITTEN MARKETING PLAN?

What is Not a Marketing Plan?

1. It's NOT an idea, wish, hope, concept in your head.
2. It's NOT a spreadsheet of activities, budgets and costs.
3. It's NOT an editorial or social media calendar.
4. It's NOT a list of campaigns.
5. It's NOT a budget or set of goals.



What is a Marketing Plan?

“A marketing plan is a comprehensive document that summarizes marketplace knowledge and the strategies and steps to be taken in achieving the objectives marketing managers set for a particular period.”

Citation: The Marketing Plan Handbook, Marian Burk Wood

1. Describe your offering, and value proposition.
2. Define your target market completely including their problem or opportunity.
3. Marketing strategy and tactics
4. Measurement strategy (KPIs & ROI)



The Marketing Planning Process

1. Collaboration is critical to success
2. Who will need to understand when you tell them 'no'?
3. Set expectations
 - It is a living, dynamic document
 - It is an agreement between the departments
 - It can be modified on a schedule

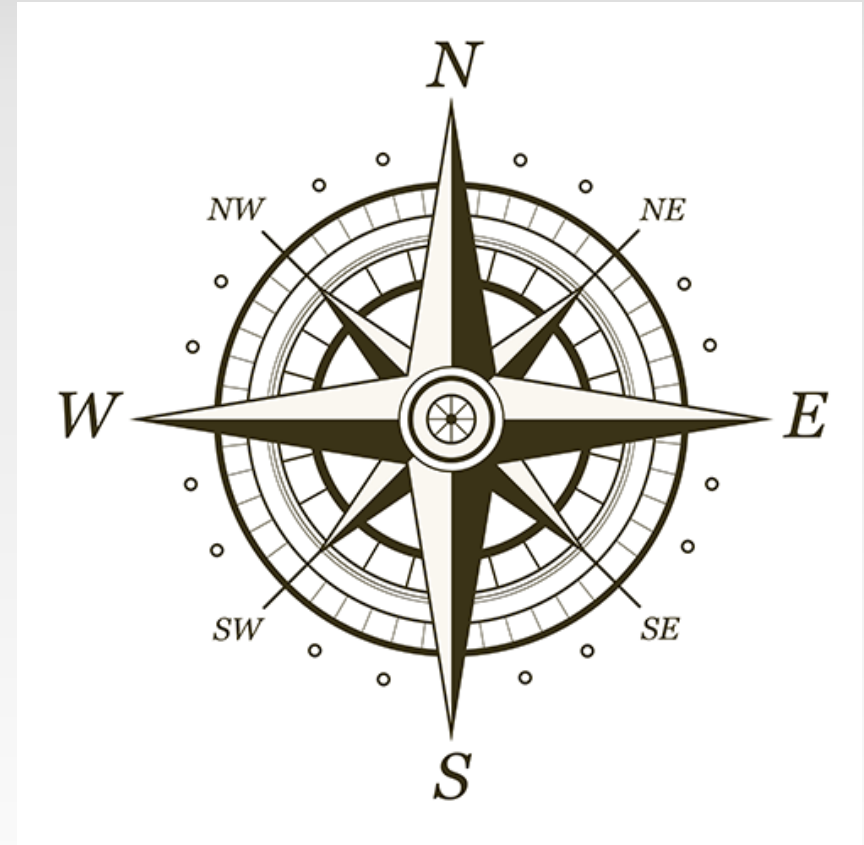


Poll

WHAT DOES YOUR MARKETING PLANNING PROCESS LOOK LIKE?

The 8 Parts of a Proper Marketing Plan

1. Executive Summary
2. Current Situation
3. Objectives & Critical Issues
4. Market Analysis & Decisions
5. Marketing Strategy
6. Marketing Tactics
7. Financial Plans & Goals
8. Measurement & Control



How to Get Started

- Download the samples and templates
- Set up a project with your team – Basecamp or Trello are good
- Plan of action steps and milestones
- Collaborate. Collaborate. Collaborate.
- Gain agreement from stakeholders as you go.
- On bite at a time.



Helpful Resources

1. MMG Templates and Sample
2. Book – The New Way to Market for Manufacturing - Chapter 7
3. Book - The Marketing Plan Handbook, Marian Burk Wood
4. Podcast – [Manufacturing Marketing Matters](#)
5. Podcast - [New Way to Market Course](#)
6. Webinar recording
7. Blog post – [Why Creating a Marketing Plan is Like Building a House](#)



Complimentary Marketing Plan Review

- 30 minute call with Bruce
- Email: bruce@mmmatters.com or give us a call to set up your complimentary review

Summary

1. The "Why" - Benefits of a Marketing Plan - WIIFM
2. The "What" – What is a Marketing Plan & What is Not a Marketing Plan
3. The Marketing Planning Process
4. Tools and Resources to Get You Started

Questions?



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