

The Highly Effective Marketing Plan

A proven, practical planning process
for companies of all sizes



By Peter Knight

HEMP

The Highly Effective Marketing Plan

GOALS & TARGETS

1. Desired Result

2. What's it worth?

Turnover

Profit

Timetable

3. What are the consequences?

	Achieving	Not Doing / Not Achieving
+		
-		

4. Who are they?

TARGET AUDIENCE

12. Measurement

Tangible & Intangible

13. Investment

Budget

14. Resources

Skills

Time

5. What do they currently think, feel and do?

Think

Feel

Do

6. What do we want them to think, feel and do?

Think

Feel

Do

CONTROL & MEASURE

ACTIONS

15. Actions

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7. Personality

WHO ARE YOU?

11. How should we talk to the audience?

COMMUNICATION

10. Customer Benefit

How do you differ from the competition?

9. What's the one big thing?

8. What's the story?

