

DEVELOPING A SIMPLE MARKETING PLAN

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WELCOME

CHERYL A. FABRIZI

SUNY BROOME ENTREPRENEUR ASSISTANCE PROGRAM



SIMPLICITY

DEFINE. DEPLOY. DELIVER.

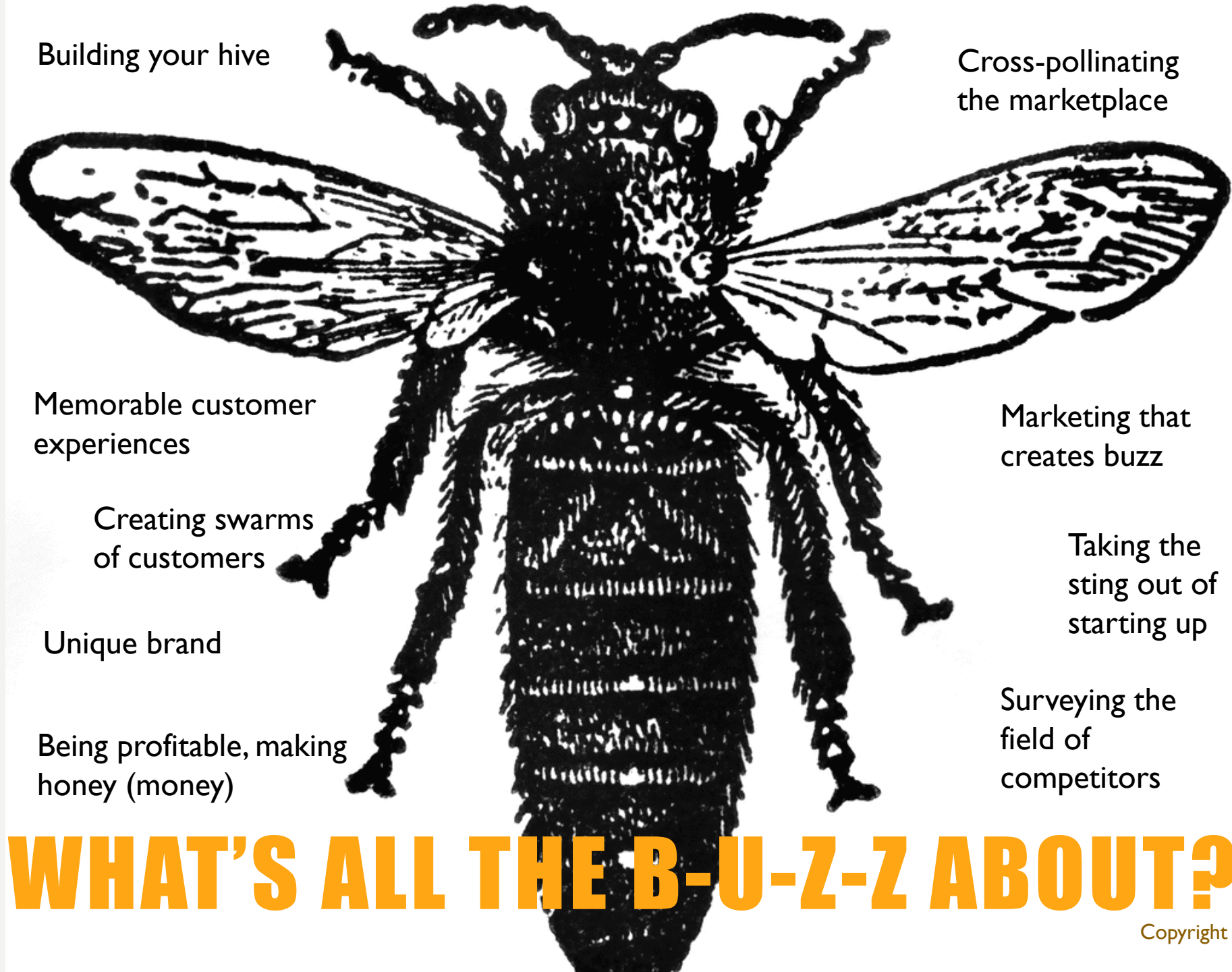


HONEY VS. STING

PURPOSEFUL ARCHITECT VS. FIELD OF IDEAS
DRONE BEE VS. WORKER BEE

Building your hive

Cross-pollinating
the marketplace



Memorable customer
experiences

Marketing that
creates buzz

Creating swarms
of customers

Taking the
sting out of
starting up

Unique brand

Surveying the
field of
competitors

Being profitable, making
honey (money)

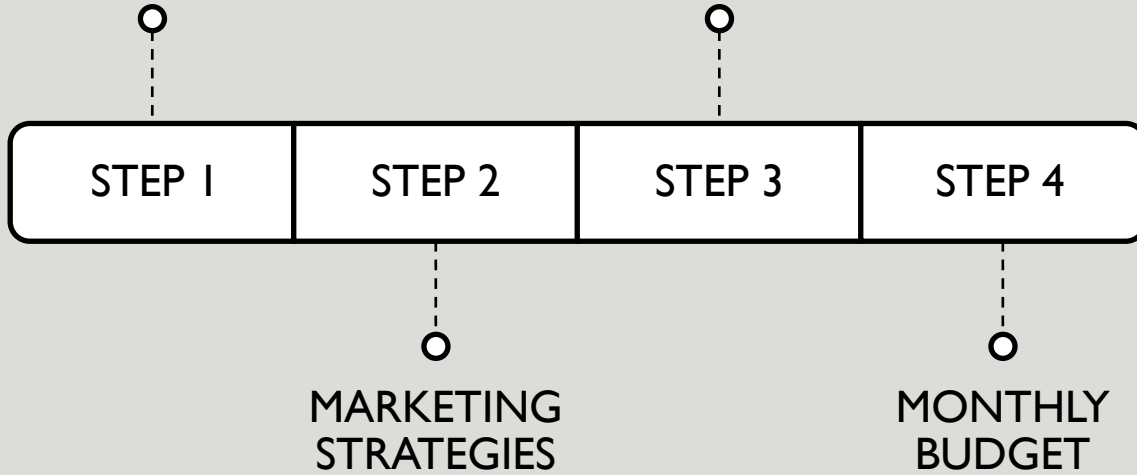
WHAT'S ALL THE B-U-Z-Z ABOUT?

B-U-Z-Z TO B-U-S-S

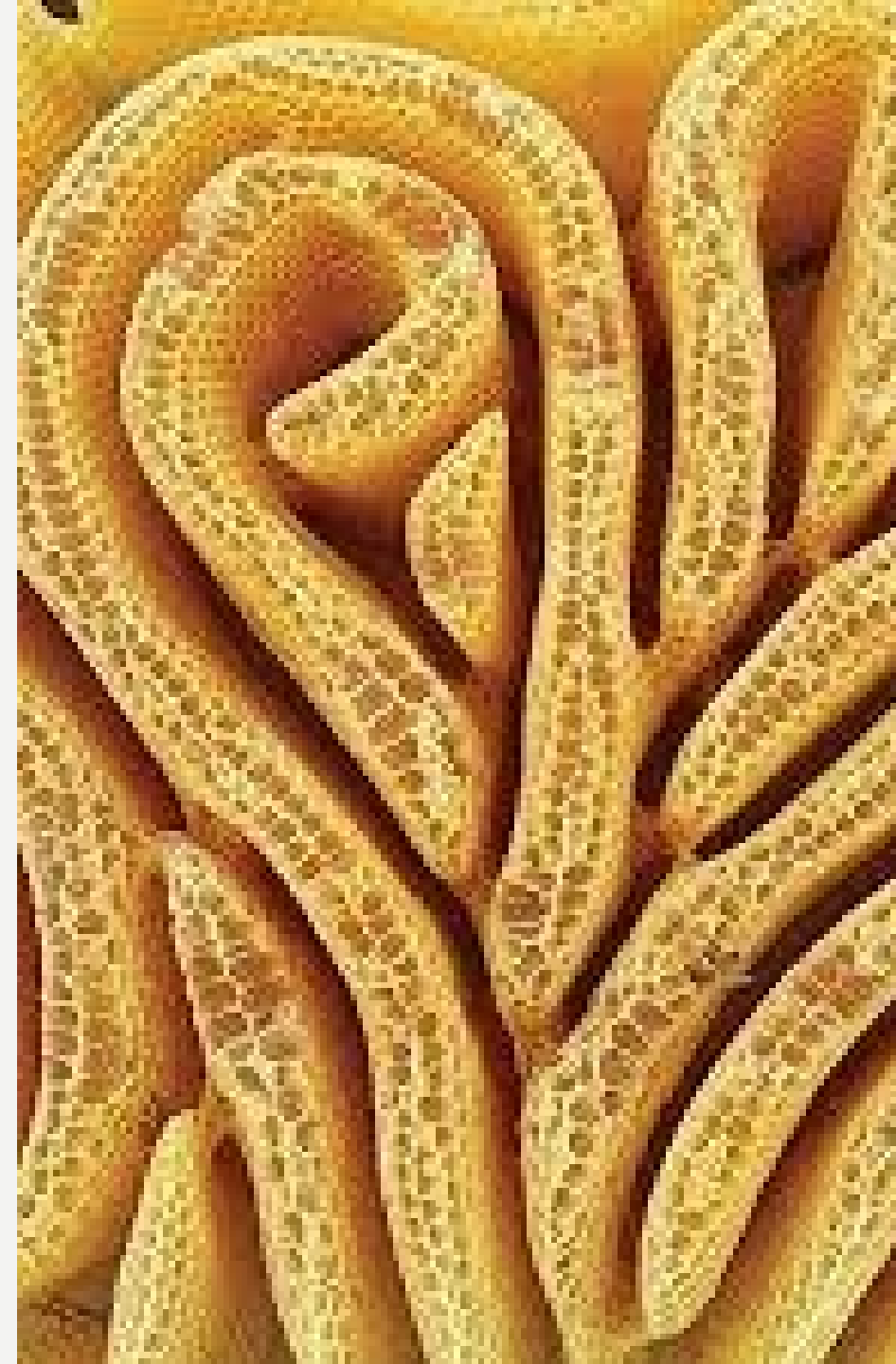
- **B**asics in researching and understanding your **competitors**
- **U**nderstanding your **competitive advantages** and **niche** to articulate Marketing Strategies
- **S**trategies that contain successful **tactics**
- **S**uccessful Marketing Plan with a specific **budget**

COMPETITOR
ANALYSIS

TACTICAL
MIND MAP



4 SIMPLE STEPS: HONEYCOMB FRAMEWORK



STEP 1: COMPETITOR ANALYSIS

**WHO ELSE IS IN YOUR MARKETSPACE?
WHO ARE THE BEES IN YOUR BONNET?**

MATRIX APPROACH: COMPETITOR ANALYSIS

Competitor	Location	Hours of Operation	Product(s)/ Service(s)	Pricing	Promotion	Place	Etc.

- Admit you have competitors
- Know and follow your competitors
- Understand how their efforts impact your efforts
- Identify your niche – what makes you unique or different

STEP 2: MARKETING STRATEGIES

WHAT DO YOU ASPIRE TO DO?

MATRIX APPROACH: MARKETING STRATEGY

Simple Goal	Strategy	Tactics	Measurement(s)	Results

- Reflects business and sales revenue and growth needs
- Be specific with goals
- Always measure

STEP 3: TACTICAL MIND MAP

**HOW DO YOU ORGANIZE YOUR HEAD OF IDEAS?
WHAT TACTICS ARE NECESSARY TO SIMPLIFY?**

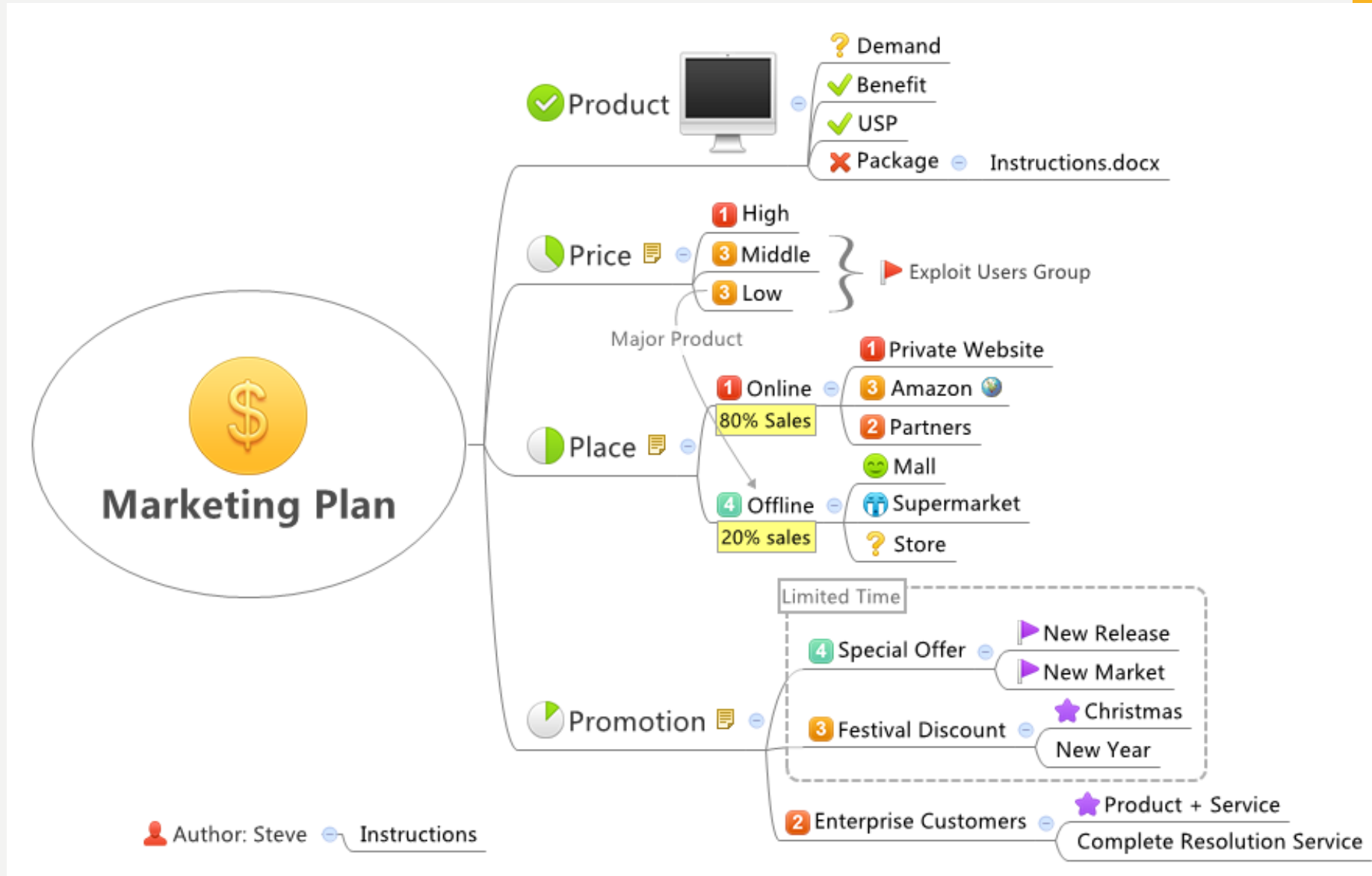
SIMPLIFY COMPLEXITY



What do you see
when you look at this
visual?

ORGANIZE YOUR IDEAS | MIND MAP

What **TACTICS** are needed to fulfill **STRATEGIES?**



STEP 4: MONTHLY BUDGET

**HOW DO YOU ARTICULATE WHAT
IT IS GOING TO COST TO MARKET?**

MATRIX APPROACH | BUDGET

Tactic	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec

- Reflect the seasonal sales nature of your product/service – every business has a “cycle”
- Details your Marketing, Advertising and Promotions P&L lines
- Provides a 12-month view of tactics
- Helps you translate to a calendar of action steps to meet deadlines and launch efforts
- Helps identify resources
- Allows you to measure results and adjust efforts and budgets along the way

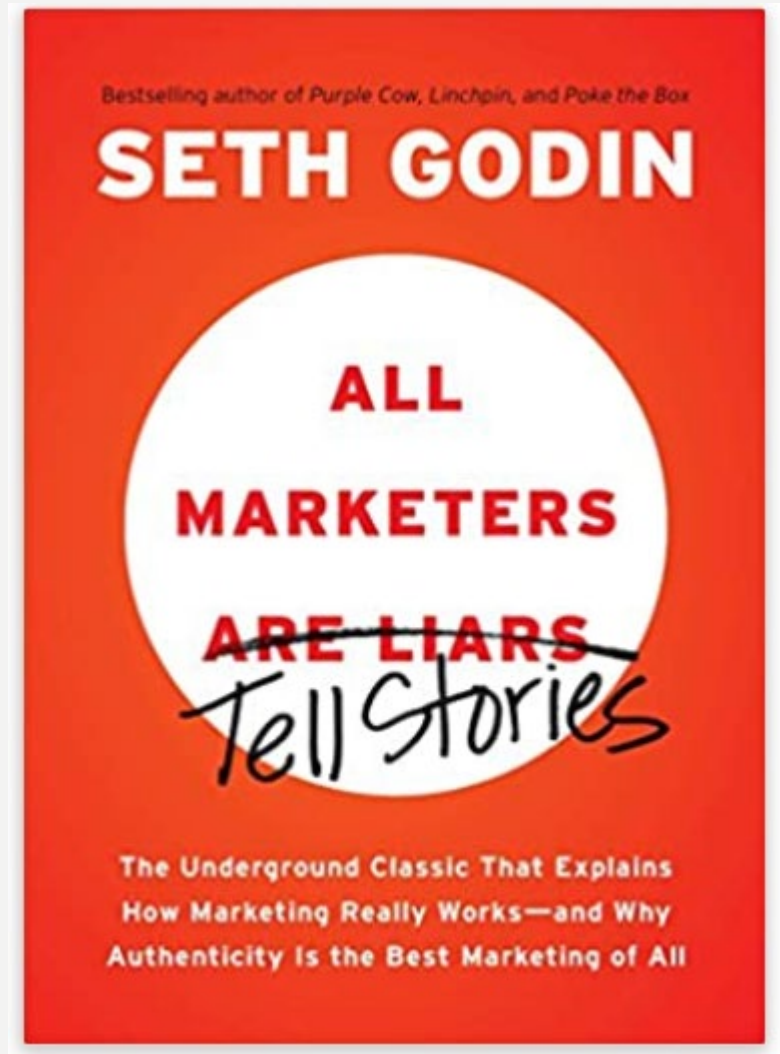
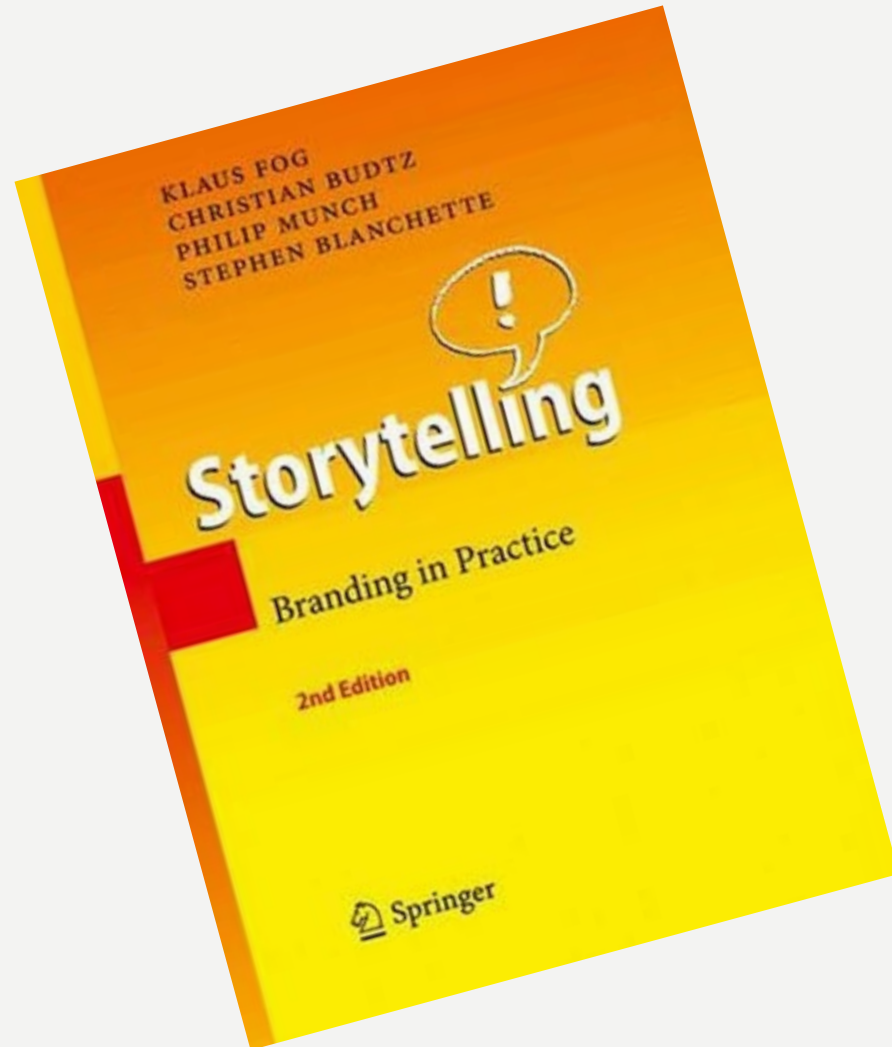


A WINNING TIP

TELL YOUR STORY.

**IT'S PART OF YOUR
MARKETING**

NEED STORYTELLING FRAMEWORK?





THANK YOU

CHERYL A. FABRIZI

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CHERYLFABRIZI@GMAIL.COM

570.499.9466