



Developing An Effective Marketing Plan

Team Lincs Coffee Club

1st September 2021



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Who am I – Maz Davis?



Senior Account Manager

- Originate from Lincolnshire
- De Montfort University, Leicester – BA (Hons) Business Studies / Marketing
- Worked in senior marketing roles across the toy, nursery and watch sectors:
 - Mattel – Barbie
 - Maclaren Europe – strollers and baby accessories
 - MGA Entertainment/Zapf – Bratz, Baby Annabell and Baby Born dolls
 - Time Products – Accurist watches
- Relocated back to Lincolnshire from Northamptonshire in June 2021
- Joined Shooting Star in June – responsible for PR and marketing campaigns across a portfolio of clients.

Who are Shooting Star?

Shooting Star is an award winning PR, Marketing and Digital agency, based in Lincoln, set up in 2006 by directors Kate Strawson and Jez Ashberry, who had one aim: to help businesses be more successful by raising their profile and enhancing their reputation.

And that is still our mission today.



A made-to-measure service?

Some of our clients just need support with social media while others require an integrated PR and marketing strategy which includes news releases, copywriting, digital marketing, SEO, crisis management and social media management.

Whatever you want to achieve we can put together a proposal to suit your business and your budget.



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Shooting Star helps your business shine more brightly!

News Releases

**Media
Relations**

Social Media

Media Training

**Event
Management**

Copywriting

**Marketing
Strategy**

**Digital
Marketing**

**Crisis
Management**

**Awards
Submissions**

**Awards
Ceremony PR**

**Media
Monitoring**



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Agenda

- Introductions
- What is marketing?
- Marketing strategy vs marketing plan
- Marketing strategy – key elements
- The marketing plan /marketing mix
- Marketing channels
- Reporting
- Summary
- Questions

What is marketing?

“The action or business of promoting and selling products or services, including market research and advertising”

- Oxford English Dictionary

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably”

- Chartered Institute of Marketing



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What is marketing?

Marketing should be incorporated in the journey of a business and/or product from start to finish



Marketing rule of 7

THE MARKETING RULE OF 7

"It takes an average of **seven** interactions with your brand before a purchase will take place"



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Marketing Strategy vs Marketing Plan

STRATEGY

THE WHAT

- Setting goals
- Defining your brand
- Identifying your audience
- Long term framework

PLAN

THE HOW

- Achieving goals
- Setting KPIs
- Channels & tactics
- Day to day management



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MARKETING STRATEGY



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Marketing Strategy – Key Elements

- Your Business
- Goals & Objectives
- Target market
- SWOT
- Competitors
- Key messages
- Budget

Marketing Strategy – Your Business

- **Mission statement**
- **Vision & values**
- **Unique Selling Point**
- **The brand personality**
- **The brand style**
- **The tone of voice**

Brand Personality

Create a brand personality with clear values that positively resonates with your customers

**89% of
shoppers stay
loyal to brands
that share
their values**

Source: Fundera



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Brand Personality

BRAND PERSONALITY FRAMEWORK

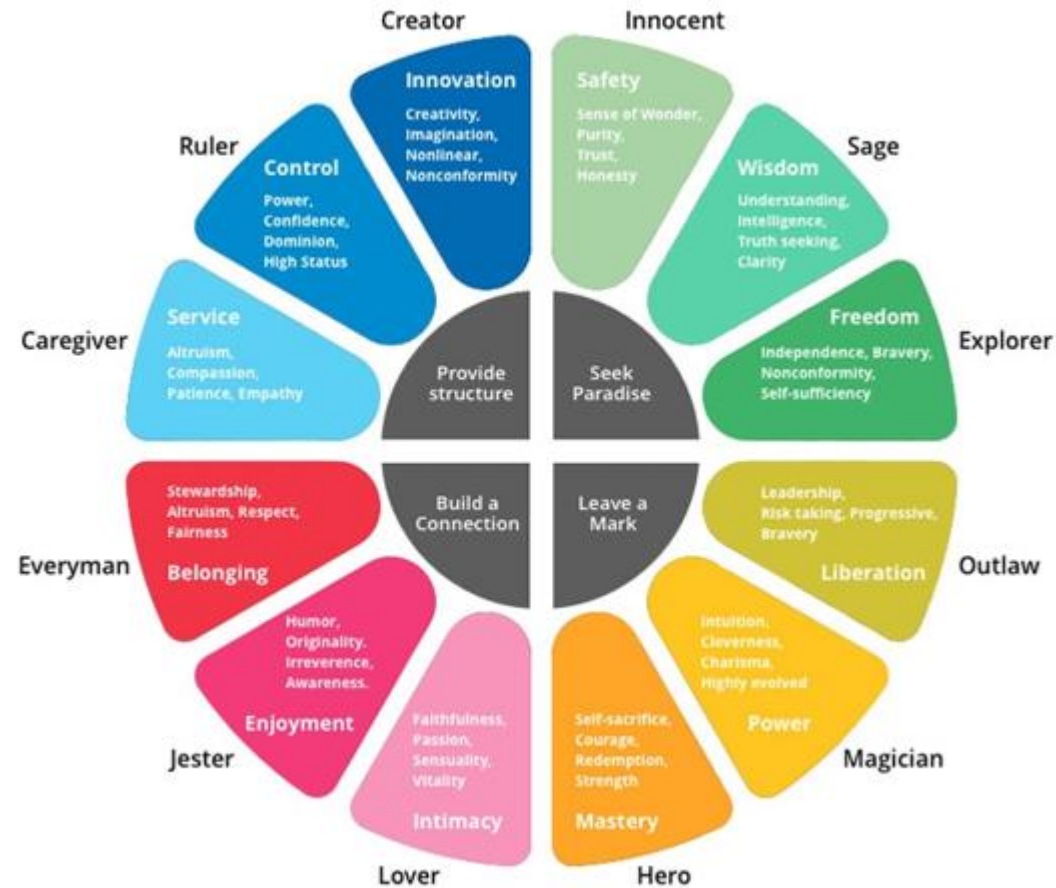


Aaker's Model – 5 dimensions



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Brand Archetype Wheel



Carl Jung's model 12 archetypes

Brand Archetype – The Creator

Innovation and creativity

MacBook
Light. Years ahead.



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Brand Archetype – The Hero

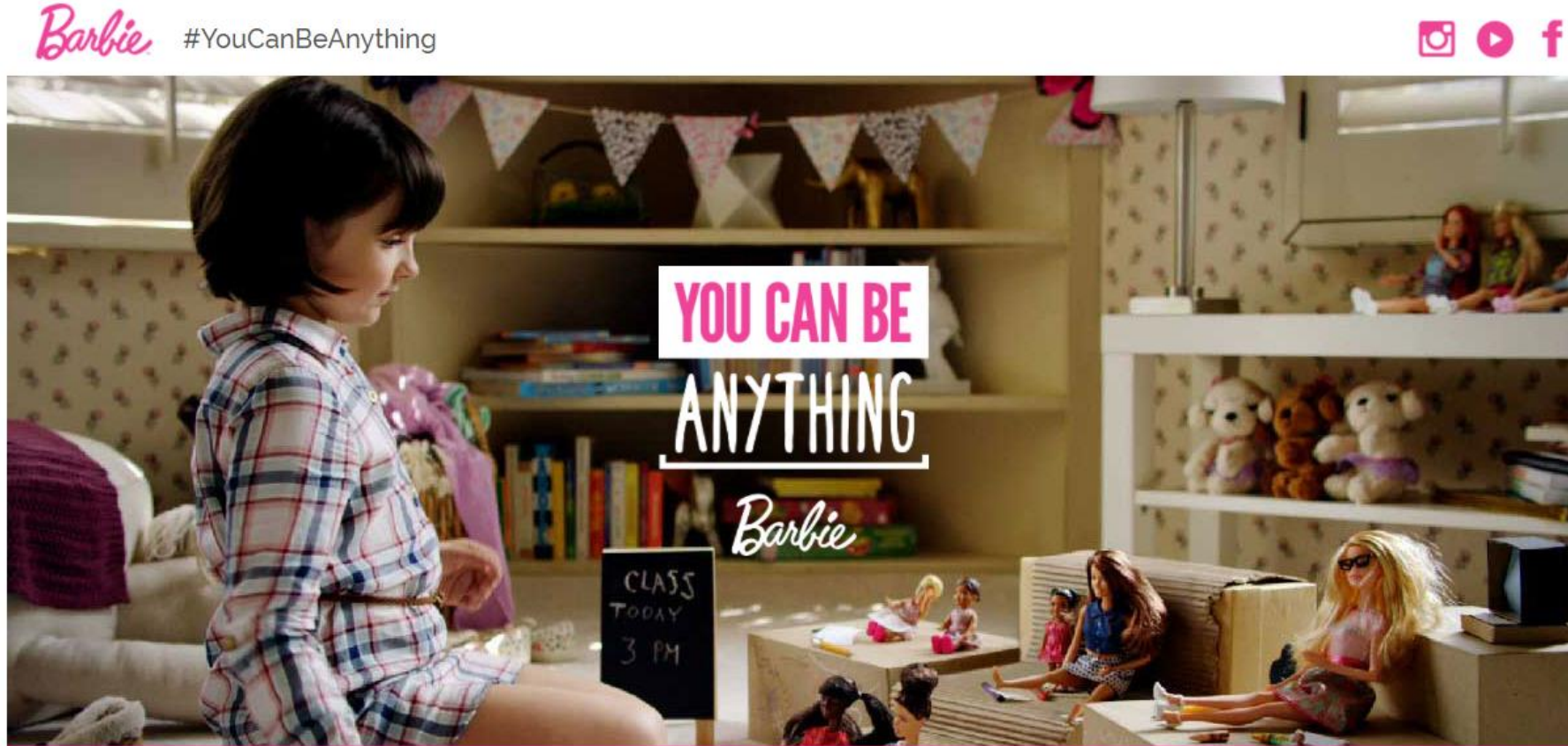
Strong and courageous



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Brand Archetype – The Ruler

Powerful and dominating



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Brand Archetype – The Rebel

Brave and progressive

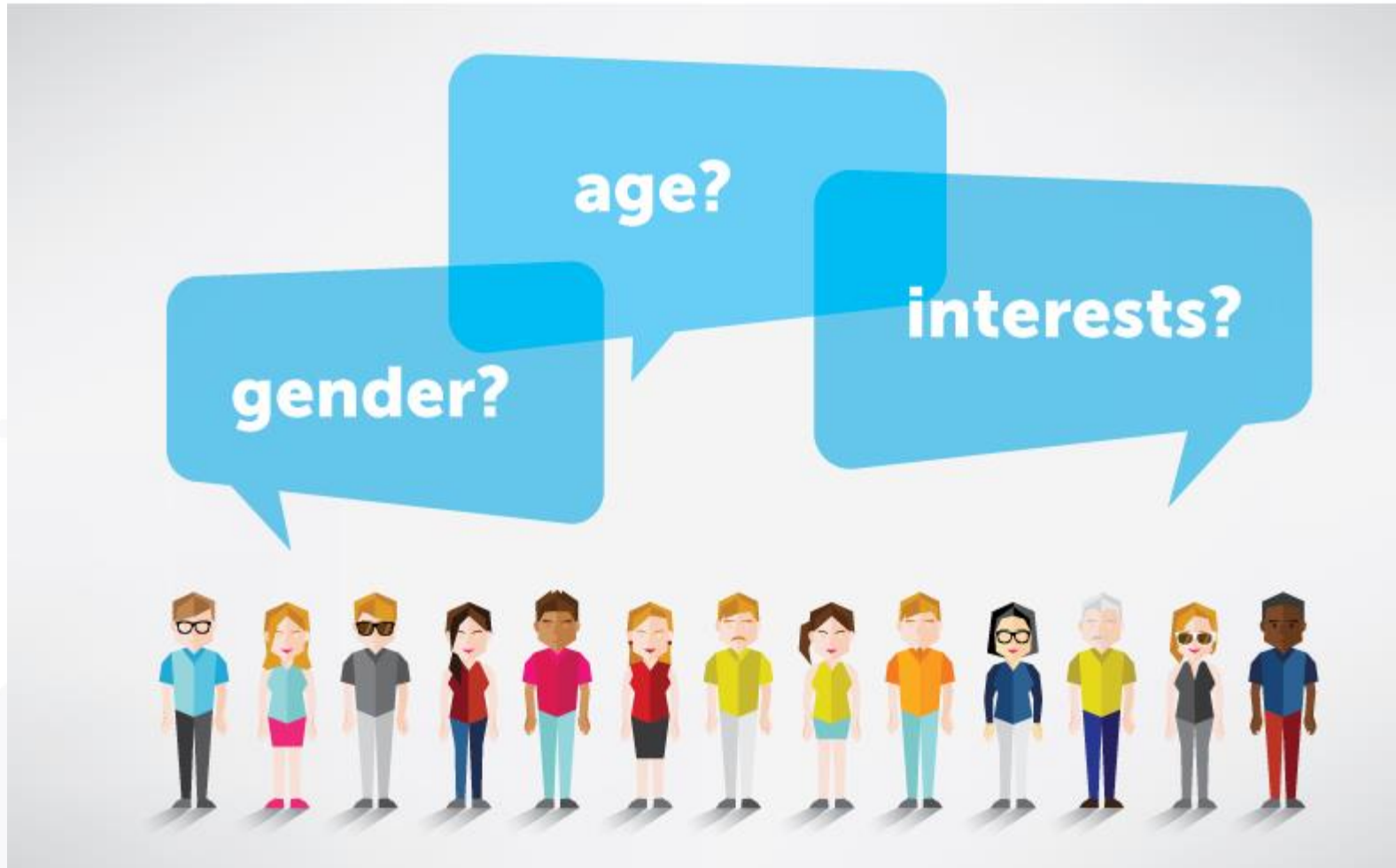


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Goals and Objectives



Target Market



Target Market

DEMOGRAPHICS

Age, location,
gender, income,
education,
relationship status,
occupation,
ethnicity

PSYCHOGRAPHICS

Personality, attitudes,
values, interests,
hobbies, lifestyles,
beliefs, motivations

BEHAVIOUR

Purchasing habits,
spending habits,
brand interactions,
usage, customer
satisfaction

GEOGRAPHIC

Post code, city,
region, country,
radius around your
location, climate,
urban



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Target Market – Buyer Persona

Fictional representations of your ideal customer based on data and research.

PERSONA PROFILE



INTERESTS:

What does she spend her time on?
What enravens her?
What does she read, watch, listen to?

POWERS:

What Resources does she control?
What can she do, muster?
Who does she have influence over?

Name:
Fictionalize it
Profession:
Be very specific

Age:
Choose a number,
Not a Range

Personal
Bg:
Mini Life Story -
Hometown, Family,
Schooling, Work, etc

NEEDS:

What does she need,
in her life, in her work?
What's essential for her?
What does she require?
What's missing?

BEHAVIORS:

What ARE her
ROUTINES
BUYING
Free Time
Rituals

VALUES:

What carries meaning for her?
What's her moral compass?
What makes her indignant,
satisfied, frustrated?
What does she want for the world?

ASPIRATIONS:

What kind of person
do they want to be?
Brands?
Spending patterns?
Life Dreams? Hobbies?
Role Models?



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Target Market – Buyer Persona

ALLSAINTS

URBAN OUTFITTERS

21

wagamama

Consumer Profile

Age: 21

Occupation: Student

Income: Middle and Upper Class

Listens to: The Script, Ed Sheeran, The 1975, Two door cinema club.

Watches: Game of thrones, Gossip Girl, Friends.

Wears: Zara, Urban Outfitters, Vintage stores.

Drives: Black Mini

Interests: Fashion, Music – gigs and festivals, socialising.

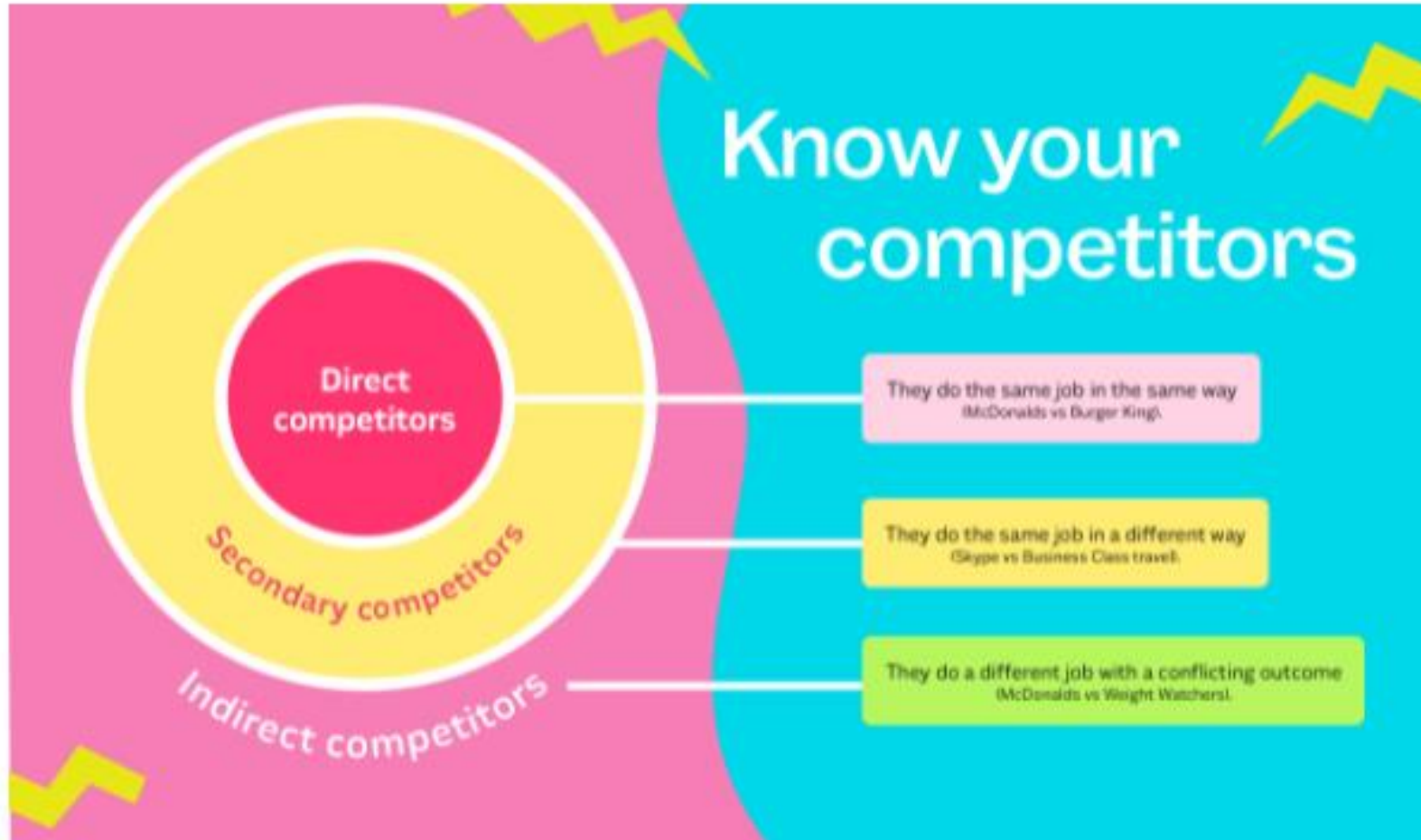
MAC

SWOT Analysis

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
• Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc.	• Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition	• Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company	• Emerging competitors • Changing regulatory environment • Negative press/media coverage • Changing customer attitudes toward your company

WordStream

Competitors



Key Messages



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Key Messages

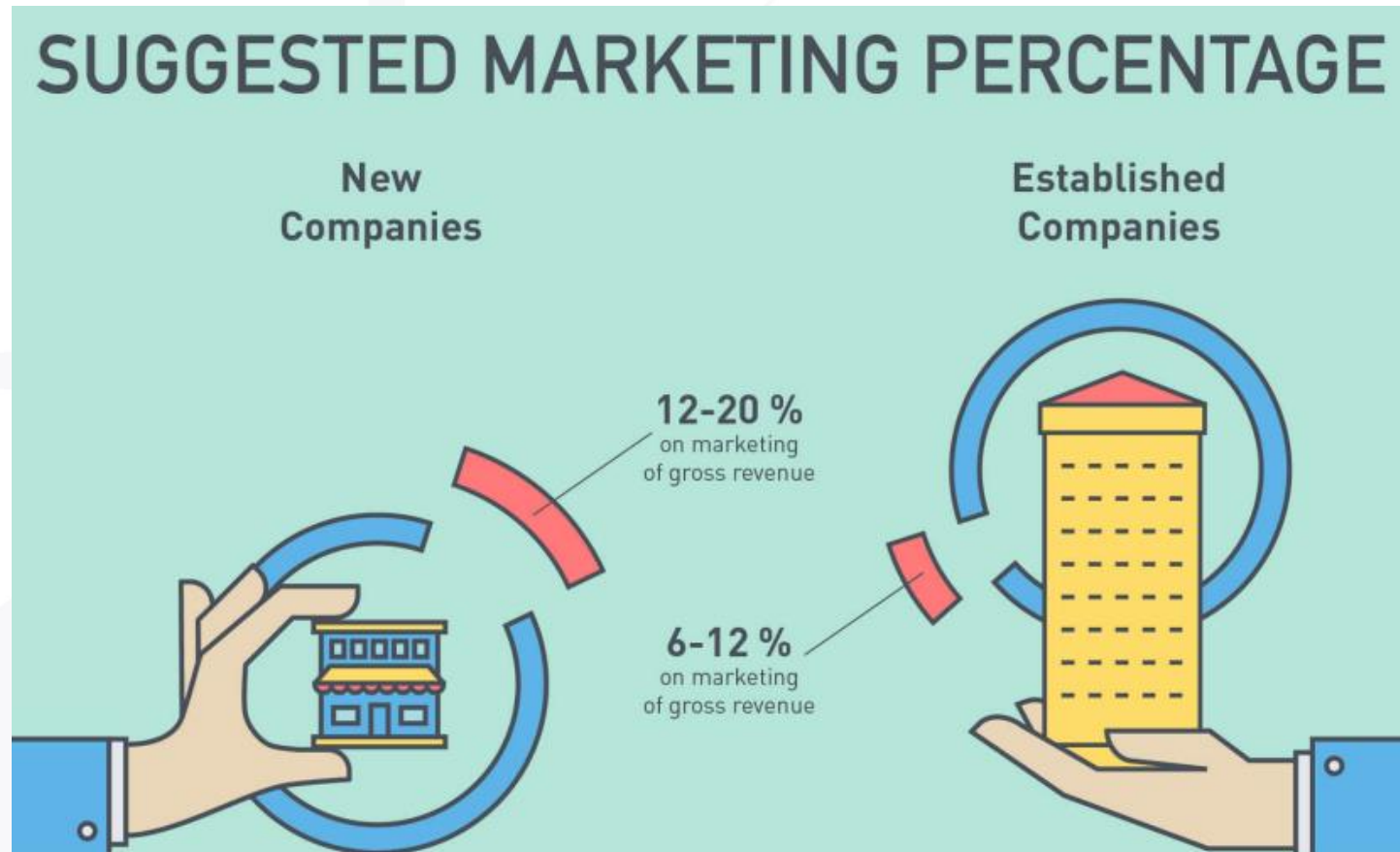


new Dove Firming.
As tested on real curves.



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Budget





MARKETING PLAN



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The Marketing Mix



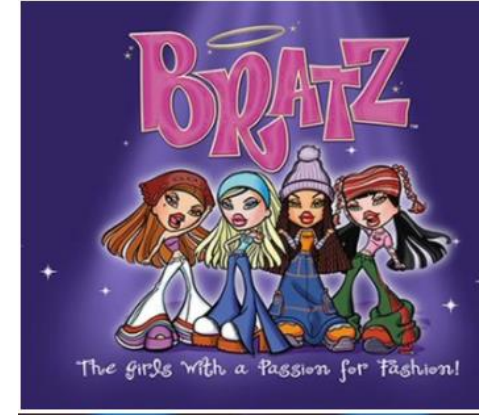
Product

Understand your customer needs

Provide value to the consumer



Product



- Disrupt
- Challenge Convention
- Ability to take risks

Product



Barbie is getting her next big makeover. By 2030, we will use 100% recycled, recyclable, and bio-based plastics.

- Identify Trends
- Stay Relevant

Price



**iPhone 12 Pro
Max**

£999



**Samsung
Galaxy S20**

£599



**Google
Pixel 5**

£599



OnePlus 8T

£649

Apple's premium pricing strategy attracts middle to upper class consumers and maintains Apple's high end image.



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Place

Apple stores are a great place to experience the brand with a focus on personalised service



People

Employees - Your Greatest Ambassadors !



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Promotion

How you communicate what you sell to your customers

Focus on where your customers are



Promotion

Promotion should communicate the benefits that a customer receives from a product



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Processes

The experience starts from the first point of contact



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Physical Evidence

Experience the brand



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Marketing Channels

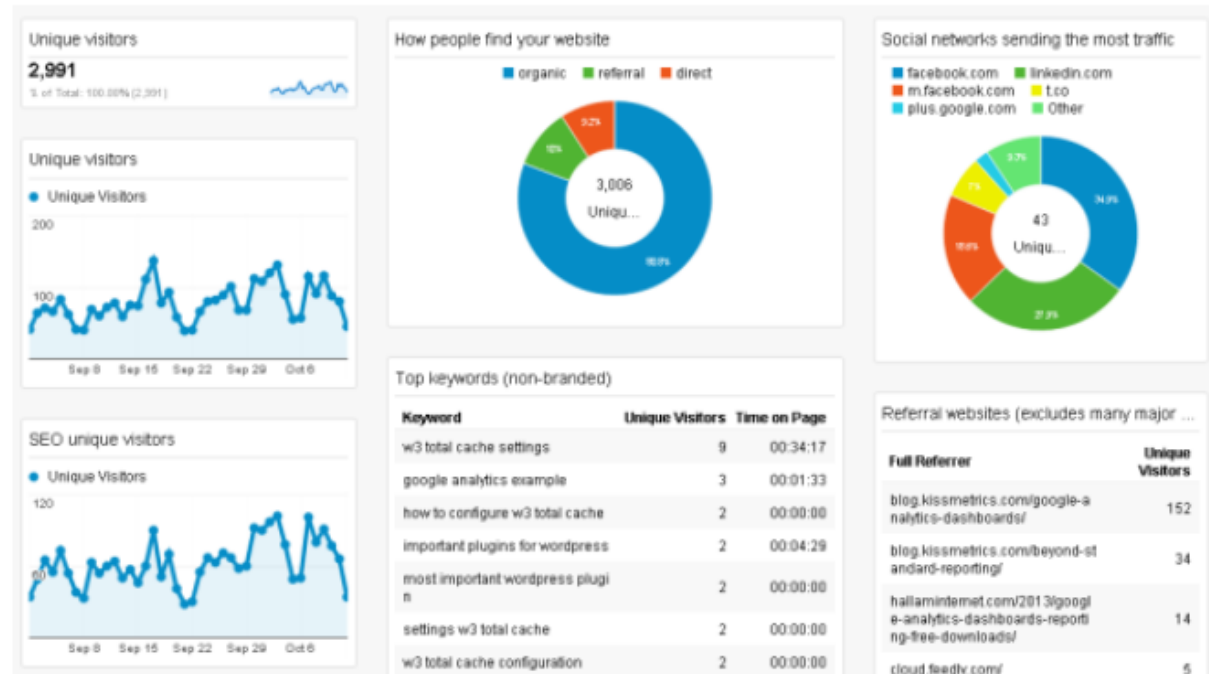


The PESO model

Marketing Reporting

Measure performance against KPI's set!

Monitor and review during campaigns



Summary



- **Audit – Know Your Business**
- **Brand Positioning & Strategy**
- **Set Goals, Objectives & Budget**
- **Define Target Audience**
- **Know Your Competition**
- **Create & Activate Your Marketing Plan**
- **Report, Review, Improve!**



What's that knocking on your door?



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Thanks for listening!

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Building brands,
managing reputations



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