



# Marketing Plan Template

# Franchise Marketing Goals and Targets

*Set your long term goals and targets. These should be measurable and quantifiable. These are the overarching goals of your campaign, and will not as yet include serious details of the individual actions and tactics you will employ to achieve them.*

## **Make sure your goals are realistic, taking into account your:**

1. Available funds
2. Available resources
3. Organisational capacity and capabilities

## **Be sure to include:**

1. A set timeframe: to achieve your goals. And shorter goals within this timeframe which will allow you to assess your progress.
2. Responsibility: who is in charge of establishing and achieving these goals.
3. Individual transaction value and number of transactions required: to achieve your goals, which could be anything from increasing market share to sales, net profit to return on advertising investment. *e.g. you want to expand your sales by £10 000 per month. How many new franchises will it take to achieve that goal?*

## **Your goal statement should also feature:**

1. Successful franchise marketing techniques you've used in the past
2. Franchise marketing techniques you believe will make this latest campaign a success

# Market Analysis

*The key component in any successful marketing campaign is of course an accurate assessment of the market to which you wish to appeal.*

## Your market analysis should include:

- ❖ **Definition of your market:** geographically, demographically, and in terms of population.
- ❖ **Buyer persona creation:** inventing a buyer persona will help you target your franchise marketing materials in order to get the best conversion rates. Don't dismiss this as a schoolroom exercise - this is a highly effective and proven marketing tool.
- ❖ **Demand and concentration analysis:** where will you find your target market in sufficient density for your marketing to be effective? What levels of demand do you expect?
- ❖ **Opportunity analysis:** does your analysis of your target market immediately suggest an opportunity such as a lack of competition, high income rate, or forthcoming local investment on infrastructure?
- ❖ **Definition of your key USPs:** your buyer persona will help you identify the Unique Selling Point of your franchise proposal that will resonate most with your market.

# Situation Assessment

*Assessment of the current condition of your business's capabilities will ground your plan in the realities of what you can achieve.*

## Your situation analysis should include:

- ❖ **Your business's strengths:** your market analysis will have identified your key USPs, to which you can add relevant expertise of staff, your service quality, the value for money your franchise offers, and more.
- ❖ **Your business's weaknesses:** be honest when assessing weaknesses so you can know how to deal with any potential problems that might affect your marketing plan as a result of them. Potential weaknesses might include a franchise proposal that appears high in price at first glance, or a geographic disconnect from your target market.

# Competition Analysis

*Careful and accurate assessment of the competing brands in your target market is critical to the success of any franchise marketing strategy.*

## Your competition analysis should include:

- ❖ **Your competitors' successful tactics:** so you can understand what is already working within your target market.
- ❖ **Your own key USPs:** identified by your market analysis.
- ❖ **Threat analysis:** knowledge of your own industry will help you determine when other brands could potentially move into the market you're interested in. Threats may also include restrictive laws or regulations which could come into effect soon, or new technology which endangers your business.

## Use these to determine your competitive advantage:

1. How your franchise proposal offers potential clients more than your competitors'.
2. The reasons why your customers prefer to do business with you rather than your competitors.

# Placement and Message

*All of the analysis you've performed so far will assist you when choosing the right franchise marketing channels, and the right message to deliver to your target audience.*

## Your message should:

1. **Be drawn from your other analyses:** of what will be most engaging from the point of view of your ideal customer. e.g. most cost effective franchise, highly effective marketing provided as part of your proposition, or high quality franchise support provided.
2. **Be delivered using the correct channels:** chosen to be the most effective in terms of amount of target market reached, cost effectiveness, and audience engagement.
3. **Be reflected throughout your marketing plan:** in all aspects of execution.
4. **Consider seasonal variations and your timeframe:** your market analysis will also be key in determining whether your message should change to reflect seasonal variations. In franchise marketing, these usually occur in the period leading up to and immediately following Christmas and the New Year.

# Budget and Timeframe

*The budget and timeline of your marketing campaign are intrinsically linked. Without defining a clear timeframe, you risk massive budget over expenditure.*

## The timeframe of your entire plan should consist of:

- ❖ Long term goals: developed as part of your goal planning phase.
- ❖ Short term and check goals: which represent checkpoints along the way where you've decided you will judge how well your franchise marketing plan is succeeding.

## The timeframe for delivering your message should include:

- ❖ Planned frequency: appropriate to your market.
- ❖ Seasonal variations: relating to how well your market analysis shows it will be received at different times of the year, for example. You will have planned this in your Message and Placement section.

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## Your budget should include:

- ❖ Marketing channel budgets: for individual channels. With limited information, choosing a single channel to start your campaign with is often a sensible plan.
- ❖ Campaign monthly and yearly costs: designating what you will spend in each period.
- ❖ Origin of funds and fund recovery: how are you funding this campaign? How long will it take you to recoup this figure? Plan potential outcomes for both success and failure of the campaign itself.
- ❖ Return On Investment: your ROI should be calculated for each individual component of your plan.



# Action Plan - Implementation

*The actual implementation phase of your plan should be carefully matched to your budget and timeframe, and all other parts of your franchise marketing plan.*

## **Decisions relating to how to implement your plan will include:**

- ❖ **Responsibility:** and assignment of roles to individual staff members.
- ❖ **Outside assistance:** from other companies or individuals, and clear costs associated with the use of each. e.g. graphic designers, online marketing agencies, copywriters, TV channels, and the other professionals who can help you make your franchise marketing plan a success.
- ❖ **Sales tactics and marketing tactics:** these may need to change as your Measuring and Revision tools are used, but your initial choice of marketing channels, and sales methods like cold calling and door to door sales, should all be laid out within your Action Plan.

# Measuring and Revision

*This part of your plan will only truly begin after execution is underway. But planning for the measurement and review of your franchise marketing plan's effectiveness and results on an ongoing basis is vital to its success.*

*Calculating an accurate ongoing Return On Investment is key to altering and revising your plan as you execute it.*

## You will need to outline:

- ❖ **Measurement tools and strategies:** which will give you data regarding the ROI offered by the individual marketing channels you are using. Remember to include a figure here that represents the value of brand building.
- ❖ **Clear goals and outcomes:** all data, with the possible exception of brand building, should be quantifiable. The data you collect should clearly indicate to you whether your plan is functioning properly in helping you achieve your goal.

## Outlining the tools and metrics you will employ here will help you

- to:**
1. **Establish a clear cost/ benefit analysis:** of different channels, which will allow you to...
  2. **Understand changing circumstances** in your market: so you can react to the actual realities of potential clients on the ground, and thus...
  3. **Decide when to revise your plan:** efficient use of your budget demands that you alter your plan when data shows that certain marketing channels, techniques, or tactics are failing to deliver.



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