

Action plan



Create a marketing plan for a new group of customers

Selling to a new group of customers can increase revenue and drive your business forwards. There's great potential but you'll need to update your marketing plans to reach and convince a new audience.

- **Effort:** Medium
- **Impact:** High

Actions:

Speak to customers to understand the challenge from their point of view.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Talk to customers that fit your new persona to understand what they're looking for and the marketing channels they engage with. This grounds the tone, channels and content of your marketing, making sure it resonates.

Research what's already on the market, taking note of strengths and weaknesses that you could capitalise on.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** Your new customer base is likely using a different product or service to solve the challenge you can help with – and they will shop around. Understanding their options will help you differentiate your company.

Decide on two or three key messages you need to communicate.

- **Impact:** Medium
- **Suggested duration:** 10 days
- **Why this will help:** Your marketing needs a consistent, powerful message. Picking the key points you want to convey and building marketing content around them will make it more effective. These should be based on your market research and USP.

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Identify which marketing channels your new customers use and how often you will need to post.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** A sustained marketing effort is needed to reach a new group of customers. Knowing the channels you're going to focus on and the volume of activity commits the team to the initiative and allows people to start planning.

Plan the marketing resources you need from the team.

- **Impact:** Medium
- **Suggested duration:** 60 days
- **Why this will help:** New marketing initiatives need to be properly resourced. Otherwise, you risk not giving them a fair chance or overwhelming your team.

How will I know if my action plan is working?

Way to measure success

Number of enquiries.

Why this metric?

The marketing activity needs to generate actionable leads from the new audience.

How do I start tracking?

Marketing needs to include a clear call to action to speak to a salesperson or find out more information.