

FORMAT:**MARKETING PLAN OF _____ FOR _____***(Make as many copies as necessary)*

WHAT?	WHY?	WHO?	HOW MUCH?	WHEN?	HOW?	SUCCESSFUL?
MARKETING ACTIVITY	AIM/ PURPOSE	TARGET MARKET	COST - R	FREQUENCY	TO DO LIST	CLIENT REACTION
E Mail, SMS, Fax, Visit, Phone call, Newsletter, Facebook, Pamphlet, Corporate Gift, Poster, "Freebies", "Roadshow", Market Research, Community Project, Seminar, Radio, Website, Youtube, Function, Competition, Desk Calender etc.	What do you want to achieve? What must your client know/feel?	Potential Customers Lost Customers Current Customers	Safely file receipts, quotes and supplier information.	D - Daily W - Weekly M - Monthly A - Annually Date/s	Step by step in point form: + What must be done? + Who does what? + Deadline/s	Constructive Criticism Referrals Given Awareness Created Sales generated Client Relationship Product Knowledge Customer Satisfaction Returning Customers