



# The Highly Effective Marketing Plan

A proven, practical, planning process for companies of all sizes



[www.peter-knight.co.uk](http://www.peter-knight.co.uk)

# HEMP

## GOALS & TARGETS

1. Desired Result

2. What's it worth?

Turnover	<input type="text"/>
Profit	<input type="text"/>
Timetable	<input type="text"/>

3. What are the consequences?

	Achieving	Not Doing / Not Achieving
+	<input type="text"/>	<input type="text"/>
-	<input type="text"/>	<input type="text"/>

4. Who are they?

## TARGET AUDIENCE

12. Measurement

Tangible & Intangible

13. Investment

Budget

14. Resources

Skills

Time

5. What do they currently think and do?

Think

Do

6. What do we want them to think and do?

Think

Do

## CONTROL & MEASURE

## ACTIONS

15. Actions

11. How should we talk to the audience?

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## WHO ARE YOU?

7. Personality

## COMMUNICATION

10. Customer Benefit

How do you differ from the competition?

9. What's the one big thing?

8. What's the story?