What makes up a marketing plan?

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Why make a marketing plan?

Planning will help to...

- Develop
- Control
- Coordinate

your marketing activity
Why make a marketing plan?

The marketing plan is where we turn strategies into implementable actions:

- Specify target audiences
- Define responsibilities
- Set timescales
- Identify resources we need
- Set a defined budget
We’re ready…

LET'S MAKE
A PLAN!
Marketing plan structure

SOSTAC

- Situation Analysis
- Objectives
- Strategy
- Tactics
- Actions
- Control
Situation analysis

Where are we now?

- How do our stakeholders view the current library environment and resources available?
- How well used are the library services currently?
- How well are we communicating with our stakeholders? Are the channels appropriate?
- How many physical visitors do we have/website visits are we receiving?
SWOT analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
SWOT analysis

**Strengths**
- Knowledgeable and experienced library staff

**Weaknesses**
- Outdated IT systems and lack of budget to invest in new technology

**Opportunities**
- Development of new authentication services for better access to resources off-campus

**Threats**
- Brexit resulting in less international students coming to the university
Objectives

Where do we want to be?

- How do our marketing objectives tie in with the objectives of the institution overall?
- How do we serve our community? i.e. provide good customer service
- Are there primary and secondary objectives to consider?
- Do they pass the SMART test?
“How are we going to get there?”

• Who are your audience?
Strategy

• Who are we targeting?
• How will we segment our audiences to tailor our messaging?
• How will your approach be different for each audience?
FAB

Features, Advantages and Benefits

• List the product/service features, then list the advantages of each feature and explain to your audience how each advantage benefits them

• Identify your customer’s problem and explain how your product/service can help them

• Some examples…
Tactics

How do we implement the strategy?

• Details of how we get to where we want to be
• What is our plan of action?
• What are our messages?
• Which tools and channels will we use?
Actions

Who, what and when? Execution!

- Who will work on what element?
- When will each activity happen?
- What systems and processes do we need?
Gantt chart
Controls

Did we manage to get there?
- Systems of control
- Measurement
- KPIs
- Testing, surveys, feedback, reporting