



THE PURPLE EDGE  
*Marketing Strategy in Action*

# Marketing Plan

## The One-Page Marketing Plan

<b>Company Name</b>	<b>Bydesign</b>			
<b>Business Objectives</b>	<ul style="list-style-type: none"> <li>• Increase turnover by 20% on 2010/11</li> <li>• Maintain profit margin at 30%</li> </ul>			
<b>The Offer</b>	<p><i>For</i> busy affluent people <i>who want</i> a beautiful and distinctive home <i>we offer</i> a bespoke design service which <i>uniquely</i> includes individually crafted fabrics and <i>gives you</i> consultations in your home with a dedicated designer at a time to suit you</p>			
<b>Ideal Target Market</b>	<ul style="list-style-type: none"> <li>• Professionals 35-55 yrs old</li> <li>• Home-owners</li> <li>• 50 mile radius of Canterbury</li> <li>• Appreciate good design &amp; fine living</li> </ul>			
<b>Marketing Strategy &amp; Objectives</b>	<p>Product innovation &amp; customer acquisition:</p> <ul style="list-style-type: none"> <li>• 10 new clients by Mar 2013</li> <li>• Launch 2 new products by Sept 2012</li> <li>• Reduce complaints by 20%</li> </ul>			
<b>Investment</b>	<ul style="list-style-type: none"> <li>• Total budget £10,000</li> </ul>			
<b>Action Plan</b>	<b>Action</b>	<b>Owner</b>	<b>Date</b>	<b>Cost £</b>
<b>Product</b>	Define new fast-track & colour analysis services	TJ	May 12	0
	Test concepts on past clients/suppliers	TJ	Jun 12	
<b>Price</b>	Create launch offer	SH	Jun 12	0
	Test offer & review	SH	Sept 12	
<b>Place</b>	Negotiate new delivery schedule with fabric suppliers	TJ	May 12	
<b>Promotion</b>	New leaflet – design & print	LS	Jun 12	2,000
	Door-drop distribution	JD	Jul 12	1,500
	Improve search results – inc. PPC	AH	Sep 12	2,500
	Create design planner for download	TJ	Aug 12	0
	Upgrade database & launch newsletter	SH	Sep 12	500
	Set up Facebook page for design challenges	SH	Aug 12	0
<b>Review</b>	Monthly review of actions & results	TJ		