

# AfriBizKid Marketing Plan

## USER GUIDE

Version: 1.0

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## How to Use this User Guide

Have this User Guide open at the time you are completing your **AfriBizKid Marketing Plan**, which can be found at the **AfriBizWiz Marketing Plan Tool**, in [https://afribizkid.africa/afribizwiz/#marketing\\_plan\\_tool](https://afribizkid.africa/afribizwiz/#marketing_plan_tool).

### *Steps to Complete this:*

- *Use these BLUE sections as guidelines for completing each of the sections in the **AfriBizKid Marketing Plan***

# 1. Marketing Plan Overview

## *Steps to Complete this:*

- *Complete this section at the end, after you have completed the entire marketing plan*
- *Summarise the key points of the marketing plan*

# 2. 12-Month Marketing Goals & KPIs

It is a proven fact that setting goals to support your marketing plan will yield far better results than if you don't do so.

Any Marketing Goal should be mapped onto the Business Goals of your small business, ensuring that they support the business and don't create any divergence with your overall business strategy.

## *Steps to Complete this:*

- *Outline the goals and KPIs for your marketing plan*

## 12-Month Marketing Goals

Ensure that Marketing Goals are S-M-A-R-T, standing for:

- **Specific:** Goal must focus on a clearly defined metric
- **Measurable:** You must be able to measure the marketing goal against that metric
- **Aspirational/Achievable:** Your goal should go beyond the results your marketing efforts normally deliver
- **Realistic:** You must have a reasonable chance of completing the goal with the resources available to you
- **Time-Based:** Your goal must have an end-date on which the metric will be achieved

Some examples of Marketing Goals are:

- Increase Website Traffic
- Increase the Number of Social Media Followers
- Grow Your Email List
- Lead-Generation
- Improve Conversion Rates
- Increase Website or Social Media Engagement
- Increase Click-Throughs on Paid Ads
- Link-Building
- Brand Awareness

## *Steps to Complete this:*

- *Set your marketing plan goals*
- *Examples may include:*
  - *Complete marketing plan by DD MMM*
  - *Set up email marketing by DD MMM*

## Key Performance Indicators (KPIs)

KPIs, or Key Performance Indicators, allow you to measure your marketing performance on what you had planned.

### *Steps to Complete this:*

- *Set your marketing plan KPIs*
- *Examples may include:*
  - *KPI # 1 – email 200 customers every month*
  - *KPI # 2 – do 100 flyer drops every month*
  - *KPI # 3 – STRoMP\* of greater than 20:1 (\*Short-Term Return-on-Marketing Spend)*

## 3. Unique Selling Proposition (USP)

Before identifying the niche market you will be selling into, it is vitally important to define the Unique Selling Proposition (USP) of your product and/or service.

In short, what is it that will make people buy YOUR product? And what's more, if someone is currently using a similar product from a competitor, what features, benefits, differentiators, or pricing will make them switch to yours?

Some of these might include **Price, Quantity, Selection, Service, Reliability, Stability, Expertise, Company Reputation, Location, Appearance, Sales Method, Credit Policies, Advertising, and Image.**

Take your time to carefully document the Unique Selling Proposition (USP) for your product or service.

### *Steps to Complete this:*

- *Complete your Unique Selling Proposition*

## Product or Service Features/Benefits/Differentiators

### *Steps to Complete this:*

- *Summarise the Features, Benefits and Differentiators in this section*
- *In the sections below, itemise, by product and service if needed, the features, benefits and differentiators*
  - *Features – what are the features of the product or service*
  - *Benefits – how will the customer/consumer benefit from the features*
  - *Differentiators – what makes your product or service different from the competition*

## 4. Niche Market (Target Audience)

### Niche Market

Going 'too broad' in your marketing efforts is like a kiss of death and will cause you to waste valuable marketing spend!

The narrower you can define your Niche Market, the better you will be able to articulate your offer, and the better your results will be

Clear definition of the market and target audience you are going after cannot be emphasised enough. Furthermore, in order to focus your marketing efforts within the broader market, you should also identify Niche Markets, which are highly specific target audiences.

A **target audience** is a group of consumers that your product or service is specifically aimed at, and your product may have more than one target audience. Dividing an audience into smaller, more relevant target or niche markets is called market segmentation. This helps you better define buyer personas, allowing you to clearly position the value proposition of your product or service to the target audience, thereby improving the effectiveness of your marketing efforts.

Your marketing plan needs to be precise, so provide statistics, numbers, and sources, as this plan will form the basis of your sales projections, which in turn will determine the overall viability and profitability of your online business.

Research and clearly define the market you will be competing in, by identify any obstacles you could face when entering this market. Have a clearly defined plan as to how you will overcome these obstacles. If you plan to tap into a niche market, ensure that your products or services are unique enough to compete in this domain.

#### *Steps to Complete this:*

- *Define the NICHE MARKET that you have chosen to work in, remembering that the tighter the niche, the more specific your messaging and marketing can be*

## Primary Market Research

This entails gathering data about consumers' needs and preferences, as well as identifying market size, competitors and economic factors in different regions.

Using the services of a market research company is usually beyond the reach of a small company starting out, so you would need to do as much as possible yourself. There are books and online sites that outline how to go about this, and you could also use an online survey service to create your own electronic survey, for example Google Surveys or Survey Monkey.

As well as that, you can enlist friends and family to help you undertake surveys in your community, interviewing customers at your local shopping mall, or in areas related to your business.

You may begin with gauging people's response to your company name, then assessing their reaction to your product or service. Ask how much they would be prepared to pay for your products and/or services, and whether they prefer shopping in-store or online.

#### *Steps to Complete this:*

- *Define the primary market research*

## Secondary Market Research

This is information gathered and published by government agencies (eg census data), trade and industry associations, chambers of commerce, labour unions, and media sources. Fortunately, today most published business information is available online, some for free, some through vendors, and this is an all-important step in understanding the market you are entering.

List MARKETING FACTS about your industry, including:

- What is the total size of your target market?
- What percentage share of the market do you aim to have?
- What is the current demand in this target market?
- What are the growth and consumer preference trends in this market?
- What is the potential for growth for your business?
- Which of the following obstacles or barriers do you anticipate encountering when entering this market:
  - High capital, production and marketing costs?

- Acquiring competently trained and skilled employees?
- Consumer acceptance and brand recognition?
- Unions and labour issues?
- Shipping and distribution costs?
- Tariff barriers and quotas
- Change in technology/industry/economy/govt regulations:
  - How will you overcome these barriers?
  - How could these barriers affect your company?

**Steps to Complete this:**

- *Conduct secondary market research*

## 5. Pricing

A pricing strategy is used to establish the optimum price for your products or services. Pricing strategies help you to determine prices that maximise profits and shareholder returns whilst considering consumer and market demand.

Your pricing strategy should reflect your product or service's positioning in the market and the resultant price should cover the cost-per-item and the gross profit margin.

**Steps to Complete this:**

- *Provide a top level outline of your pricing strategy*

### Factors Affecting Pricing

Multiple factors will affect the pricing of your products or services, including:

- **Costs** – local & imported components, rate of exchange
- **Costing Strategy** – mark up, gross margin
- **Customer Perception of Value** – what your customer deems to be a fair price for your product or service
- **Competition Pricing** – the price of competitor products or services
- **Legal/Regulatory Factors** – local in-country authority pricing requirements
- **Distribution Channel Expectations** – allowing for discounts for channel partners
- **Marketing Objectives** – market penetration, loss leader
- **Sales Objectives** – sales targets, sales seasonality
- **Pricing Objectives** – gross margin, discounts, price flexibility
- **Extraneous Costs** – shipping, taxes, duties
- **Credit Terms/Payment Period** – time to collect payment

Be sure to conduct pricing that takes into account the factors raised above.

**Steps to Complete this:**

- *Details the FACTORS affecting the pricing of your products or services*

### Product/Service Costing

**Steps to Complete this:**

- *Use the **Product/Service Costing Tool** in the business plan to develop the product and service pricing*

## 6. Buyer Personas

Developing Buyer Personas is critically important in order to correctly position your products and/or services, and to develop the copy that will speak to these buyers.

A buyer persona is a fictional representation of your ideal audience.

Effective buyer personas go beyond demographic information and document things like interests, hobbies, fears, hopes, and dreams – helping you to truly understand how your customers tick.

A well-researched buyer persona can help you do everything a little better – from creating content such as blog posts, all the way to developing a new product. You will understand exactly what your customers want to hear and how they want to spend their money.

Traditionally, something as in-depth as a buyer persona would have been reserved for big companies with massive budgets. But things are different now . . . with so much information available online – and the direct relationships marketers have with their audience through social media – anyone can and should create either one or several buyer personas.

### The Benefits of Developing Buyer Personas

Well-constructed and properly researched Buyer Personas will help you discover:

- Exactly who your audience is, including roles, ages, gender, education, social standing, income level
- What information they are looking for online
- Where your audience 'hangs out' and communicates, eg specific GROUPS on Facebook, not just Facebook
- Where they are looking for information
- Their biggest daily frustrations and challenges
- What their preferred form of communication is
- Their hopes, dreams and desires
- Their biggest fears . . . What keeps them awake at night? What are their 'hair-on-fire' issues?
- What a day in the life of your dream buyer's life looks like
- Their typical goals – in the short, medium and long-term
- What makes them happy
- How they typically discover, research and purchase your product or service
- What phrases, exact language, and vernacular they use
- What objections your audience might have to your product or service
- Why you are uniquely qualified to serve this audience

### How to Create a Buyer Persona

The process of creating and using a buyer persona is broken down into four steps:

1. **INFORMATION** – decide on buyer persona types, what information you need to know, and how to capture it
2. **RESEARCH** – decide what methods you will use to conduct the research
3. **DATA ANALYSIS** – decide how you will process and analyse the data for optimum results
4. **BUYER PERSONAS** – use the above information to effectively create the buyer personas

### Using the Buyer Persona Tool

The **AfriBizKid Buyer Persona Tool** can be found on the **AfriBizWiz Document Download Centre** [https://afribizkid.africa/afribizwiz/#document\\_download\\_centre](https://afribizkid.africa/afribizwiz/#document_download_centre).


### *Steps to Complete this:*

- *Create the various BUYER PERSONAS for your market and customer*
- *Use the **AfriBizKid Buyer Persona Tool** (link above) to create your BUYER PERSONAS*



Buyer Persona # 1


<BUYER PERSONA NAME>	Background + Demographics		Hobbies + Interests	Goals
Description of Buyer Persona <center here>	Role <center here>	Social Media Platforms	1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here> 6. <center here> Comments <center here>	Short-Term 1. <center here> 2. <center here>
	Age <center here>	1. 2. 3. 4. 5.		Medium-Term 1. <center here> 2. <center here>
	Gender <center here>	General Comments <center here>		Long-Term 1. <center here> 2. <center here>
	Education <center here>			
	Career <center here>			
Standing				
Income (yrb) <center here>				
Other <center here>				
Daily Challenges		Common objections	Biggest Fears	
1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>		1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	
Change Expectations		Purchase Criteria	Other (center here)	
1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>		1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	



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Buyer Persona # 2

<BUYER PERSONA NAME>	Background + Demographics		Hobbies + Interests	Goals
Description of Buyer Persona <center here>	Role <center here>	Social Media Platforms	1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here> 6. <center here> Comments <center here>	Short-Term 1. <center here> 2. <center here>
	Age <center here>	1. 2. 3. 4. 5.		Medium-Term 1. <center here> 2. <center here>
	Gender <center here>	General Comments <center here>		Long-Term 1. <center here> 2. <center here>
	Education <center here>			
	Career <center here>			
Standing				
Income (yrb) <center here>				
Other <center here>				
Daily Challenges		Common objections	Biggest Fears	
1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>		1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	
Change Expectations		Purchase Criteria	Other (center here)	
1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>		1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	1. <center here> 2. <center here> 3. <center here> 4. <center here> 5. <center here>	



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## 7. Digital (Online) Marketing

We know that most customers go online to find or review new products and services to purchase. Therefore, having the right Online (Digital) Marketing Plan is essential in order to secure new customers and gain competitive advantage.

In today's fast-moving online world, the lines between a formal marketing plan and a digital marketing plan are becoming blurred, with a digital marketing plan becoming more and more dominant in the broader scheme of things.

### *Steps to Complete this:*

- *Give a high-level overview of what you will be doing with DIGITAL MARKETING*

## 3 Main Components of Digital Marketing

1. **Website (Design & Development, and Support & Maintenance)**
2. **Social Media**
3. **Email Marketing**

### 7.1 Website (Design & Development, and Support & Maintenance)

Your website is the epicentre of your digital marketing strategy.

Ultimately, all the digital marketing elements and initiatives you use will drive traffic to your website. A positive first impression on potential customers visiting your website is imperative, as over 90 per cent of prospect's first impressions relates to website design and functionality.

Great content, fast loading speeds, easy navigation, and easy ways for prospective customers to engage with you will all add to the 'first impression' that your website creates.

Importantly, if you don't have the skills to build your own website (few do, so don't panic) you will need to find a recommended website designer/developer to do this work for you.

#### Considerations for Website Design & Development

There are a number of considerations to take into account when briefing a website designer/developer:

- **Website Structure** – List all the pages you require (Home, About Us, Products/Services, Forum, Blog, Team, Gallery, Contact Us)
- **E-Commerce** – Will you be selling products or services online?
- **Content** – Who will be responsible for writing the content? IMPORTANT NOTE: This is the one thing that often tends to hold up the completion of a website.
- **Images** – Select the images you want to appear on your website.
- **Graphic Art** – Decide what is needed and who will create the artwork.
- **Website Team** – Who on your team will be responsible for the website and have access?
- **Website Domain Name** – This needs to be registered.
- **Blog** – Will a blog be needed? What categories will you have for your blogs?
- **Engagement** – How will people engage with you on your website?
  - Chatbot
  - Instant Chat (incl. Facebook Messenger)
  - Contact-Us form
- **Branding, Logos, Colours and Fonts** – These all need to be finalised when briefing your website designer/developer
- **Community Forum** – Will you need a Community Forum for your website?
- **Customer Support** – Will you need any of the following: FAQs, Help Desk, Ticketing System?

- **Social Proof** – Provide as many testimonials as you can (Name, Company, Testimonial)
- **Calls-to-Action** – What CTAs will you need?
- **Website Suggestions** – Provide your website designer/developer with a list of existing websites that you like the design of, and this will give him a feel for what you want.
- **Hosting Service** – Where are you going to host your website?

*Steps to Complete this:*

- *Outline your plans for BUILDING A WEBSITE for your small business*

## 7.2 Social Media

Your Social Media Plan defines how your online business will plan, implement, analyse, and measure all social media marketing activities.

Determine the most appropriate social media platforms to use for your Social Media Plan based on Niche Market decided upon for your products and services, and the Buyer Personas developed earlier in this Marketing Plan. You need to ensure that your intended audience is PRESENT on the social media platforms you decide on. Social Media Platforms may include **Facebook, Twitter, LinkedIn, Pinterest, Tumblr, YouTube, Instagram, and Snapchat**, along with others that appear on a fairly regular basis.

It is useful to research the social media platforms your competitors are using to see what types of following and likes they have, along with the types of content they are sharing.

*Steps to Complete this:*

- *Outline your plans for SOCIAL MEDIA for your small business*

## 7.3 Email Marketing

With an ROI of up to 4 000 per cent (\$40 return for every \$1 spent), clearly email marketing should be an essential part of any digital marketing plan.

An Email List is one of the single biggest ‘assets’ you can own in your online business. Whereas social media platforms can change algorithms – and indeed remove you as a user at their whim – an email list is yours to build, maintain and utilise to promote your products and services.

Since people ‘opt-in’ to receive emails from your online business, you already know that there is a level of interest in your products and services. By using a sales funnel, you can then nurture these ‘opt-in leads’ by sending them useful information, thereby gradually growing their trust in your business, products and services. Through a process of segmentation, you can send specific emails containing relevant information to subscribers within certain market niches, thereby focusing on their pain-points, needs, and interests.

By using Email Automation, you can automate emails to prospects and customers when they subscribe to your website or blog; when they respond to a call to action on your website; after they make a purchase; or if they take a specific action on your website. Automation at this level is a great way to improve the productivity of your marketing efforts, giving you more time to focus on what counts: running your business, closing sales and keeping your cash flow in the black!

*Steps to Complete this:*

- *Outline your plans for EMAIL AUTOMATION for your small business*

## 8. Customer Retention

Repeat business has a far greater ROI than new business. A Harvard Business Review (2014) showed that it is between 5 – 25 times cheaper to keep an existing customer than it is to acquire a new one.

The more products or services you have to sell to a customer, the more important customer retention becomes. In short, a higher frequency-of-purchase of product or service will determine the importance of a well-crafted Customer Retention Strategy.

### *Steps to Complete this:*

- *Outline your CUSTOMER RETENTION STRATEGY*

## Strategies for Customer Retention

### Customer Retention Strategy:

1. **Customer Support & Online Help** – <document or DELETE>
2. **Emails** – <document or DELETE>
3. **Discount for Follow-On Purchases** – <document or DELETE>
4. **Customer Loyalty Program** – <document or DELETE>
5. **Educate, then Sell** – <document or DELETE>
6. **Customer Feedback** – <document or DELETE>
7. **Revive Dormant Customers** – <document or DELETE>
8. **Clearly State Your Online Business Values, Mission & Vision** – <document or DELETE>
9. **Find Ways of Exceeding Customer Expectations** – <document or DELETE>
10. **Own Up to Mistakes – FAST!** – <document or DELETE>
11. **Have an Escalation Channel for Customers** – <document or DELETE>

### *Steps to Complete this:*

- *Look at EACH of the points and highlight would you will do to improve CUSTOMER RETENTION*

## 9. Marketing Budget

Having taken the time and effort to construct a marketing plan, you will need to put together a marketing plan budget.

The **AfriBizKid Marketing Plan Budget** can be found on the **AfriBizWiz Document Download Centre** [https://afribizkid.africa/afribizwiz/#document\\_download\\_centre](https://afribizkid.africa/afribizwiz/#document_download_centre), in which all elements are summarised on a summary tab, thereby allowing you to review a summary of the various marketing plan elements can be.

### *Steps to Complete this:*

- *Create a marketing plan budget by either using the **AfriBizKid Marketing Plan Budget** (link above) or in the table provided*

## 10. Marketing Nuggets

### *Steps to Complete this:*

- *Go through each of the **MARKETING NUGGETS** below and document how you could use the information in your small business.*

What follows are a number of **Marketing Nuggets** learnt from users of the **MARKETING100X LIGHT Marketing Plan System™**.

### Nugget # 1: Know Thy Customer

By intimately knowing your customer, their likes, their dislikes, what keeps them awake at night, and, probably most importantly for your business, what gets them to a 'yes' buying decision, will be the difference between super-successful marketing and average marketing.

Be able to articulate your perfect customer persona. Once you have this buttoned-down, everything starts to fall into place. Where you focus. What you write. The tone of what you write. It will be the nucleus of your marketing.

### Nugget # 2: Demonstrate your Unique Selling Proposition (USP)

Find ways to be uniquely different, and then to consistently demonstrate your USP to your customers. In short, it must be so entrenched in everything you do, they should be able to explain your USP without ever having been told what it is! Think about that for a moment.

So, what are you doing that demonstrates your USP to your customers?

Find ways to inculcate your USP into your daily business life, so customers 'feel' your USP when dealing with you.

### Nugget # 3: Deliver World-Class Customer Service

Very few people are gifted with the ability to SERVE others! For most people, it is a struggle and something that needs to be learnt and practiced. But, DO IT!

Without delivering WORLD-CLASS Customer Service your business will never reach where it could if you did deliver WORLD-CLASS Customer Service to your customers!

Learn about it! Read about it. Study it. Practice it. DELIVER IT!

Remember, the best way to build a great referral system is to deliver GREAT SERVICE! People talk about great customer service experiences. PERIOD!

### Nugget # 4: Have Goals that S-T-R-E-T-C-H You!

As with most things in life, you have to start with a vision or dream. However, failing to turn that vision or dream into a set of goals that challenge you and stretch you every day is a sure-fire way to under-achieve.

Similarly, if you have a set of goals which you review daily, and you translate those goals into daily actions that are achievable even if causing you to stretch, YOU WILL SUCCEED!

The same applies to your marketing and sales goals! Set them. Review them daily. Translate them into daily actions. Tick off the actions as you complete them. It WILL deliver you your goal.

### Nugget # 5: Reframe Your Products or Services to Boost Sales

Find out what is considered normal in your industry and then reframe your products and services by adding value and service that cause prospective customers to take note!

So, what can you do that is wildly different? You know your industry. Think about it. Brainstorm ideas. Test them. See what works and then use them to boost your sales!

*Example: As a plumber, you may choose to offer a free plumbing inspection with every job over \$200. Such an inspection is not only perceived as value, it also provides an ongoing stream of business, having identified potential plumbing problems that need to be attended to.*

### Nugget # 6: Only Spend on Marketing that which GUARANTEES an ROI

When you spend a dollar on marketing, you need to be SURE that you will get a return of \$2 - \$20. Anything less and you should torpedo the planned campaign. No further discussion.

### Nugget # 7: Create POWERFUL CONTENT

By understanding your customer (see Nugget # 1) you will be able to write killer-content that your prospects and customers WANT to read! Writing boring content that simply fills up their inbox is a sales-killer and will lose you subscribers. FAST!

If you are not skilled at writing killer-content, find someone who can.

## Nugget # 8: Numbers Drive Business

Understand the importance of NUMBERS! Numbers drive marketing. Numbers drive sales. Numbers drive cashflow. Numbers will keep your doors open.

It all starts with MARKETING! Set the KPIs you want to achieve. Then, targeting a niche market and getting a required conversion rate is key to starting and building a profitable and sustainable business.

## Nugget # 9: Keep a SWIPE FILE

A Swipe File is that MS Word document or notepad page where you keep copies of great copy and images that you see published.

A Swipe File is extremely useful when coming up with ideas and content for marketing campaigns.

Clearly, one cannot copy other companies' content, but seeing what works in the marketplace can help in the process of developing a successful campaign.