



MARKETING GRAHAM

# B2B Marketing Plan Lean Strategy

Lean Strategy is a new way for start-ups/scale-ups and small organisations to build a solid marketing foundation. It consists of SWOT Analysis, Elevator Pitch and the identification of Needs/Wants/Pains. It helps start a marketing plan to achieve success.

# SWOT Analysis

Do SWOT analysis for your company and possibly each product. You may also consider PEST Analysis, focussing on opportunities & threats.

	STRENGTHS	WEAKNESSES
INTERNAL		
	OPPORTUNITIES	THREATS
EXTERNAL		

**PEST Analysis**  
Political, Economic, Social and Technological forces

# Needs, Wants and Pains

Now think about the Needs, Wants and Pains that your audience will experience in their work. If you can, conduct research and ask your audience. Describe each desire (there are examples below).

## NEEDS

Needs are an urgent desire. For example, I need petrol for my car. A need is often temporary.

## WANTS

Want is aspirational. Example, I'd like a better car. A want loses satisfaction over a period of time.

## PAINS

Pain is solving a problem, e.g. my car keeps breaking down. Pains cause frustration, but solving them builds loyalty.

# Elevator Pitch

The structure of this Elevator Pitch is based on a Position Statement developed by Geoffrey Moore in his book 'Crossing the Chasm'. You just need to fill in the blanks, but try not to get too many people involved in the development of your Pitch.

Ultimately, you want it to answer the questions "What does your company do?" and "Why should I buy from you?"

Enter name of company, service or person

is the one

Enter category of product/service

that provides

Enter your target customer(s)

with

Enter your key benefit(s)

because

Enter a reason(s) your audience should believe you can deliver the benefit

Here's an example for a fictitious recruitment agency:

**ABC Limited** is the one **Recruitment Agency** that provides **IT Candidates and Recruitment Managers** with **vetted candidates and cutting edge IT jobs** because **we have a unique 10-point candidate vetting process and only work with Fortune 500 IT brands.**

# Summary

The above is not a replacement for a professionally produced marketing plan and strategy. But it does provide a quick foundation for executives that need a framework but don't have the time or resources to write a full report.

The SWOT analysis should identify areas for improvement (so you offer the very best proposition), but also your main selling points. The identification of Needs, Wants & Pains should help you effectively satisfy your customers' desires. And finally, the Elevator Pitch ensures everyone in your company gives the same answer to the questions "What does your company do?" and "Why should I use your company?"

You may want to supplement this basic plan with market research on your sector, surveys of your existing and potential customers to understand their buying behaviour or simply outline the objectives of your marketing (what do you want it to achieve).

If you need help, book your [1-hour marketing consultation](#) with me. No charge, no obligation.



## Next step

When you have completed your Lean Strategy, the next step is to build your Plan-on-a-Page. An A4 document you can share with C-level execs (so they know what you're doing) and your marketing team (to help keep them on track).

Download my [Plan-on-a-Page template](#) and simply fill in the blanks.

An award-winning, Marketing Director with over 25 years' experience in B2B marketing, both online and offline... the full marketing mix.

I'm a qualified marketer and Fellow of the Chartered Institute of Marketing, I also served on the 'GDPR Working Party' at the Data Marketing Association (DMA) and was a member of a DMA Council for 3 years.

Published my first marketing book in 2018 - started writing it in 2016!



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