



MARKETING GRAHAM

B2B Marketing Plan Plan-on-a-Page

This Plan-on-a-Page is not a replacement for a full and comprehensive Marketing Plan. However, it is useful if time and resources are limited or if you need the flexibility and speed required for Growth Hacking. It helps build a marketing plan to achieve success.

PoP Guide

Before beginning your PoP it's a good idea to complete a Lean Strategy. You can download my [Lean Strategy template](#) to help in this process.

Your PoP can consist of as many sections as you wish - as long as they fit on one side of an A4 sheet.

Problem

List the problems marketing can solve based on the Weaknesses and Threats from your SWOT analysis.

Solution

List the solutions marketing can provide based on the Strengths and Opportunities from your SWOT analysis.

Unique Value Proposition (USP)

Identify your USP or USPs based on your Elevator Pitch.

Key Metrics

Add your North Star Metric. For example, Airbnb's North Star Metric is nights booked. Everything they do is driven by improving the number of nights booked.

Also include your OKRs (Objectives and Key Results). The Objectives are your goals, the Key Results are a measurable unit. For example, increase Average Order Value from £90 to £110 or reduce Bounce Rate by 20%.

Customer Segments

Refer to your Needs/Wants/Pains analysis. CEOs may not have the same pain as a CTO, and a Car Manufacturer may not have the

same need as Construction company. Segment your customers by market and job title.

Content/Assets

Identify key pieces of content; annual reports or a series of podcasts. Also list important assets; new sales enablement documents or an updated website.

Key Phrases

Understand what's on your audience's mind. The phrases they used to find your website, or solutions they are searching for to solve problems.

Channels

The main channels you will use to reach your audience. Where do they congregate?

Budget

List the main channels/spend to keep control.

Key Dates

Enter deadlines (exhibition stand?), important dates (Int. Women's Day?), proposed launches (new website?) and key announcements (product upgrade?) over a 12 month period.

■ PLAN-ON-A-PAGE (PoP)

PROBLEM

Based on Weaknesses & Threats from SWOT analysis.

SOLUTION

Based on Strengths & Opportunities from SWOT analysis.

CUSTOMER SEGMENTS

Refer to Needs, Wants and Pains.
Existing & New Markets

CONTENT/ASSETS

CHANNELS

UNIQUE VALUE PROPOSITION

Based on Elevator Pitch.

KEY METRICS

North Star Metric & OKRs.

Existing & New Job Titles

KEY PHRASES

Words used by your audience to find your product or solutions.

BUDGET

Total:

KEY DATES

Product launch, exhibition dates, essential content/asset production, etc.



Month 1 Month 2 Month 3 Month 4 Month 5 Month 6 Month 7 Month 8 Month 9 Month 10 Month 11 Month 12

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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