

The 5 most important mistakes you must avoid in order not to spoil your marketing plan

Introduction

In order to succeed in achieving the goals of your company or project, you must know how to formulate these goals in the right way, and in order to do so, you must know what is marketing and what is the marketing plan

The marketing plan is what all successful companies in various fields depend on, because they work on promotion. The importance of the marketing plan. When starting any industrial or commercial project, the work must be built on sound foundations to achieve growth and profit, reduce exposure to risks, and to start any A successful project must have a clear action plan

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What is Marketing and Marketing Plan

Digital marketing or social marketing was born in these years due to the presence of the Internet and digital media, as consumers can communicate with companies and with each other at any time, and all their needs can be met by means of communication in most cases, companies at this stage focus on customers and communication The real thing is available 24 hours a day with them, bearing in mind that the era of marketing changes day by day, what is considered a successful tool today may not work tomorrow, and from this the importance of keeping pace with the developments of the times and change appears, every day a new marketing platform appears on the scene, so it is necessary to stay On standby

marketing plan

It is a document or report that defines the marketing strategy that the company must follow. It also shows the marketing environment, customers and target customers, in addition to the expected competitors and other risks that may be exposed to the company's work. The marketing plan shows the sales goals and the expected profit during a specific period of time.

The importance of a marketing plan

The marketing plan shows the practical goals that the company should achieve

Help to understand the needs of the market that the company is targeting accurately and clearly

A marketing plan helps to make the right decision at the right time based on numbers, statistics and information, not expectations

Describes the effectiveness of the company's marketing strategy, which contributes to improving the company's position within the market

Help the company to know the best marketing channels

Reviewing and evaluating the company's business during the time period specified for the marketing plan
Determining the tasks of each department of the company and its role in marketing
Facilitate communication between different departments of the lab or company

2The most necessary skills for successful marketing and sales process

One of the most important skills is to know the tasks of the sales and marketing manager, which you define ,You may be interested to see what are the success factors of the electronic store

The objectives, vision, and strategic mission of the company and analysis of the internal and external organizational environment to identify strengths, weaknesses, opportunities and threats in the marketing and sales department, and is responsible for preparing and setting marketing and sales plans, organizing sales activity, monitoring and evaluation of sales and marketing activities, and setting the executive plan for the sales department to serve the company’s general strategic plan And ensuring the implementation of this plan by ensuring the progress of the work of the Marketing and Sales Department, and is also responsible for determining the department’s needs of sales, marketing and distribution representatives, their qualifications, needs, training and qualification

Personal selling
Selling by forming personal relationships with the buyer is the opposite of traditional methods of selling. The relationships between the seller and the buyer are what build trust and comfort in dealing between the two parties. Building a relationship of affection and building trust between the two parties is what makes the customer permanently dealing with the facility and not thinking of going to someone else to buy from it. Continuity is what guarantees the permanent income of your facility. Focus on one thing when selling: Don't be distracted and offer more than one item at a time
Make sure of the main objective of your visit to the lead before you start talking. Make your goal clear, whether it is about the product you sell or the service you provide

Know how to conduct market research

With the growth of markets and the adoption of large-scale production methods, the slightest error is allowed in the distribution calculations for these produced quantities. Mistakes become very costly and in many cases devastating. From here, there is an urgent need to know the market around you well and to identify any change that may occur in it. The problem is knowing how consumers react to a new product or how they interact with a product already on the market

How do you know your brand

Defining or defining the trademark (logo) is the first step in the process of developing your strategy to define your product or service. By defining what your brand is, you have laid the foundation for the rest of the marketing components to build on. Branding is the metric that measures and evaluates the performance of your other marketing tools. This process begins with answering these questions: 1. What kind of services and products will you sell, and what are their specifications? 2. What is the core value of your product or service? What is the value of your facility itself? 3. What is the mission of the facility? 4. What does the facility specialize in? 5. Who is your target market and who are attracted to your product or service

Understand your customer's personality

When training in the principles of selling, we usually ask why one method succeeds with one client and does not succeed with another? The answer is the customer's personality that makes all the difference. The art of selling is the art of inducing purchase, and as it is, it depends on understanding the personality of the customer. Those who deal with different people for long periods and regularly, know that nothing works all the time with different individuals. To be effective in dealing with others, you must address the different personality of each individual in a different way. You have to tailor a selling method to suit the different personalities of the buyers you deal with. An important part of the work of sales professionals is to determine the type of customer personality so that he can deal with it to complete the sales process successfully



3The most important factors necessary for the success of the marketing plan

You may be interested in seeing the most important steps needed to build a business identity.
First, define a marketing strategy
Market Research
Brand position
product strategy
price strategy
Second: The content of a tight marketing plan
Third: Measuring the effectiveness of the marketing plan and procedures
Fourth: Targeting and developing marketing objectives



The five most important mistakes you must avoid because the marketing plan does not fail

Is your advertising campaign too creative? Here's what separates an effective plan from an ineffective plan. A marketing plan is like a battle plan. You must serve your business and find that what you must do to succeed in marketing your products or services. It must also be flexible, so you may need to adjust it with market requirements and to maintain your position in it ,You may be interested to see the pricing policy and its types

There are things that you should avoid when developing a marketing plan for your project, and remember that the best marketing is the harmony between a good strategy and techniques without any of them you will not be able to accomplish anything. Don't try to stray from these basics
The following is what you should avoid when developing a marketing plan
Fill the plan with what is useless
Putting things that have nothing to do with numbers, strategy or technology that you will follow in marketing. Generalities also constitute a mistake that does not benefit your plan. When you say that the target customer is "everyone" or adults from fifty and over. This does not specify anything and

leads to problems during implementation. Think of a specific place for you in the market. Instead of Everyone, specify: “Male 16 and over who play ball sports.”

Instead of adults of fifty and over. Change to: Women 50 and over who shop online at least three times a month

Remember that marketing is aimed at customers who are buying, not bystanders. Imagine going to the vegetable vendor and buying everything. You may want to, but in fact your financial resources will not help you with that. This means the perfect purchase with the resources you already have. Therefore, you must determine who is the ideal customer and how many attractive sources to win this customer. Then make a clear, specific plan that is not filled with what is useless

Don't do your math
Marketing is based mainly on mathematics, and mathematics is based on numbers, and your project is also based on numbers. If you do not know your numbers, you will not succeed in your business. Making a marketing plan without knowing what the cost of attracting the customer will be. What is the average sales that you should achieve, what is the profit margin that you should achieve, and what is the average purchase of the customer. You will fail completely and your project will fail if you are going to pay 1000 pounds for ads, you must know how much revenue you have to get to cover this cost and achieve an acceptable profit margin

Relying heavily on creativity
Creativity is a good thing and one of the success factors of the project, but focusing on it more intensely than techniques will harm your project. A customer may be attracted to a good innovation for a while, but may become bored and attracted to a new product. With innovation, there must be technologies that are always developing to make the buyer keep buying it for a while until you achieve a suitable income for your project. Therefore, revenue numbers are important in determining whether to continue to produce, cancel or develop a commodity

Do you think marketing is just advertising
While advertising is part of the marketing plan, we find that marketing is much more than just advertising. Marketing is not just how you sell what you produce or provide a service. Rather, it is the way in which the receptionist answers the phone and how the internal culture of the establishment is built.

Marketing is also

Strategic and technical aspects that define your customer base and discover your competitors and their limits
Establish pricing, sales and promotion policy, and create a system for repeat purchases from you
If you do not study all these aspects when developing a marketing plan, you have fallen into the costly and wasteful trap, which is advertising. The advertising company may advise you, continue advertising for three weeks until the sale begins. During this period, you may have to spend from the capital of the project, and the money that you compensate for may not come, and you will lose your project. Study and decide before making a plan

Ignore marketing to existing and potential customers
For work that has gone beyond the beginning stage, there is no one that helps in continuity and growth, more than the permanent customer and a group of prospective customers. Selling to a new customer costs you 6 times what you would sell to an old customer. If your plan does not include communication with your old and permanent customers, you will not get the most important return for your facilities

Many marketers focus on chasing new customers or new markets and forget about the existing gold mine, their old customers. Do not make the same mistake, develop a plan that takes care of old customers and seeks to attract new ones

Conclusion

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