

Week 2 Seminar: Marketing Plan

Have a look at the headings for the Business Plan.

Executive summary

1. What is the purpose of the executive summary?
2. How long should it be
3. Why write an executive summary? What else does this apply to?

Marketing plan

1. Remember this acronym SMART – how might this be relevant to a marketing plan?
2. What kind of distribution and promotion will be relevant for social media?
3. What SWOT analysis issues are you beginning to identify in relation to your campaign?
4. How might this relate to your CV for when you finish?

Organisation

1. Why is it important to know the background and history of an organisation?
2. What is market share?
3. What are the benefits of your service/product that you are focusing on for this module (Commercial uses of social media)?