

Platinum Promotional Plan

“CHANCE FAVOURS THE PREPARED MIND.”

Richard Branson

Be prepared – a comprehensive and focussed promotional plan will create a platform to capitalise on new opportunities.

Spend wisely – clever marketing strategies and forward planning will give you ‘better bang for your buck’ and make expensive, last-minute advertising a thing of the past.

Plan for success – smart marketing is methodical and consistent. Planning will ensure you every dollar spent is a dollar towards achieving your goal.

A comprehensive and prescriptive Promotional Plan for businesses that are committed to a growth strategy and require a smart, targeted and methodical approach to promoting their business.

1. Background & Research

Consultation with the client to establish business objectives, market trends & overview.

4. Formulating Strategies

Detailed marketing strategies for your business, both online and offline, for the next 12 months.

2. Market Segmentation

Overview and understanding YOUR target market segments.

5. Marketing Budget

Indicative costs for each strategy, ensuring your marketing dollars are spent wisely.

3. Messaging

Key propositional marketing messages for each target market.

6. Promotional Calendar

A prescriptive calendar clearly showing when and where each strategy should be undertaken, making the strategies easier to understand and implement.



Call Platinum Mix today on **9380 6929** to discuss how a Platinum Promotional Plan can ensure your business remains top-of-mind in your market place.