



Marketing Plan Development & Implementation

Developing and implementing a cohesive marketing plan is a critical step for growing an entirely new business or improving the performance of an existing service.

Vivanti Group helps clients throughout the process from evaluating the environment and conducting research to identifying strategies and creative implementation. The process involves answering several questions, making recommendations to meet your objectives and implementing your plan with powerful creative.

The deliverable is a cohesive marketing plan describing your internal and external environment, defining marketing objectives and strategies, and identifying a one-year tactical plan and with implementation schedule.

Key questions:

- **What do we need to know about the marketplace?**
- **Who do we wish to target with marketing/sales activities and what are their needs?**
- **How big is the market?**
- **What do we want to accomplish with the marketing plan?**
- **What services/products will we offer?**
- **How will services/products be priced?**
- **How are we different?**
- **Why should customers choose us?**
- **What is our unique brand position?**
- **How do we best reach our target audience and compel them to use our services/products?**
- **What visual elements best tell our story?**
- **What media will work best to communicate our message and reach our customers?**