

MARKETING PLAN

MP

BESPOKE
STARTUP
**MARKETING
STRATEGY
AND PLAN**

ABOUT BBSA

BBSA is a marketing consultancy and an outsourced marketing agency that helps small companies keen to scale up their marketing and win new clients but lacked the resources, time or know-how to do it themselves.

We support a wide range of companies across the spectrum of strategic and tactical marketing and communications; from helping out with a single solution for projects, to enabling you to manage your own outsourced marketing department.

With BBSA outsourced marketing monthly packages you can leave the marketing job to award-winning experts in order to devote valuable time and effort towards running your business.

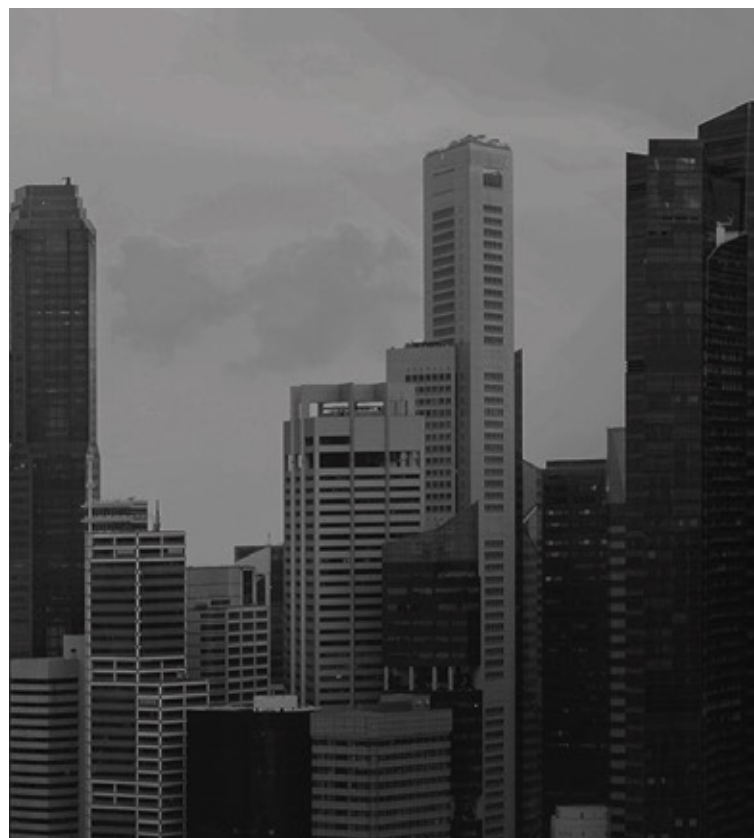
bbsa-marketing.com/startup

YOU HAVE A GREAT IDEA: NOW YOU NEED THE PLAN.

Learn how BBSA can help your startup with market research, a 12-month marketing action plan, and best practice guidance.

Why Do You Need a Marketing Plan?

A marketing plan is easily overlooked: but the evidence shows that, without one, you're likely to fail. Though you likely have an idea of how to get your products out into the world, your marketing plan will help you define how to get your first client — and your second, your third, and more. With a carefully researched, well-developed and concisely written marketing plan, you'll get the clarity you need to grow your business.



Consultation



Getting Started

Once you've bought the marketing plan, we'll schedule a call to discuss your business, your ambitions, and your needs.

Research



Success Planning

Our experts will identify your strengths and weaknesses and how they stack up in your market and against your competition.

Strategy



A Clear Path

Based on our research we'll create the marketing strategy. Using best practice for your industry, we'll tailor everything to you.

Catch Up



Finishing Touches

Before finalizing your plan we'll arrange a meeting to discuss our findings and strategy, and help you prepare for your business success.

Delivery



You're Ready To Go!

We will deliver your Marketing Plan within 30 days of the initial brief by email. Then we'll follow up to discuss our recommendation.

Follow-up



Any Questions?

To make sure everything's clear and you have the best possible plan of action, we'll arrange a call to discuss the marketing plan.

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GET YOUR BESPOKE STARTUP MARKETING STRATEGY AND PLAN

What's inside?

The startup marketing plan is your completely unique 12-month action plan for marketing success. Our experienced team of marketing and business experts, managed by award-winning leaders, have all the knowledge you'd need to deliver a high-quality marketing plan -- without you having to put in your own valuable time.

We'll also offer unlimited email support for 30 days after the submission of the plan.

The Marketing Strategy and Plan includes expert competitor and market research, a summary and explanation of the best practices that will help you grow, and professionally presented analysis and data that will impress during funding rounds.

Each Marketing Plan and Strategy is unique and tailored to the industry, business model and sales targets of each company.

Our marketing plans are modern, flexible and responsive. Access them on mobile, tablet, and desktop.

Professionally designed, it's perfect for use in funding and investment meetings.

THE SECTIONS OF THE PLAN INCLUDE
Market Research and Analysis
Competitor Analysis
Company Targets
Marketing Strategy
Marketing Plan
12-Month Action Plan

Number of pages: 100 circa.

To get your bespoke Marketing
Strategy and Plan:
www.bbsa-marketing.com/startup

BUSINESS GROWTH MARKET

A firm employing a product orientation is mainly concerned with the quality of its own product. A firm would sell that as long as its product was of a high standard and would buy and consume the product. A firm using a sales orientation focuses primarily on the selling/promotion of a particular product, and not determining new consumer desires as such.



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A firm only possesses a certain amount of resources. Accordingly, it must make choices (and



The area of marketing planning involves formulating a plan for a firm's marketing activities. A marketing plan can also pertain to a specific product, as well as to an organization's overall marketing strategy.



MARKETING PLAN

11

...es that the company focuses its
...f doing this: the customer-driven
...approach.
...marketing decisions. No strategy is
...offering, including the nature of the
...always the consumer. The rationale for

54%



- Remember that benefits can be tangible as well as intangible. For instance, if you're selling a cleaning product, your customers will benefit by having a cleaner house, but they may also benefit by enjoying better health. (Remember: as many
- What is it that sets your product or service apart from all the rest? In other words, what is your Unique Selling Proposition, the message you want your customers to receive about your product or service that is the heart of your marketing?
- The pricing strategy portion of the marketing plan involves determining how you will price your product or service; the price you charge has to be competitive but will allow you to make a reasonable profit.

02

The easiest way to develop your marketing plan is to work through each of these sections, referring to the market research you completed when you were writing the previous sections of the business plan. (Note that if you are developing a marketing plan on its own, rather than as part of a business plan, the plan will also need to include a Target Market and a Competitors' Analysis section. You can learn how to do these sections in How to Write the Market Analysis Section of the Business Plan and How to Write the Competitors' Analysis Section.)

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HAVE A PEEK INSIDE.

View Sample Reports:

bbsa-marketing.com/sample-marketing-plan/

GET YOUR BESPOKE MARKETING PLAN

The BBSA Marketing Strategy and Plan is a comprehensive, fully tailored report that outlines your unique marketing efforts for the coming year. It's the best tool you have to achieve growth, win new clients and sell, and producing it is a skill: our experts have years of experience in writing plans that work. Don't risk trusting your plan to chance: leave it to the experts.



Take Your Startup in The Right Strategic Direction

With your 60-page marketing strategy and plan in hand, you'll avoid wasting valuable time and lots of money: because we've put in the groundwork upfront. Using the information gathered in the plan, you'll avoid the decision paralysis and constant strategic changes that occur when companies aren't working towards a professional, considered plan.

To get your bespoke Marketing
Strategy and Plan:

www.bbsa-marketing.com/startup

**OUTSOURCE
YOUR
MARKETING**

WIN NEW CLIENTS: START SELLING. GROW.

Why Do You Need a Marketing Plan?

A marketing plan is easily overlooked: but the evidence shows that, without one, you're likely to fail. Though you likely have an idea of how to get your products out into the world, your marketing plan will help you define how to get your first client — and your second, your third, and more. With a carefully researched, well-developed and concisely written marketing plan, you'll get the clarity you need to grow your business.



Benefits of a Marketing Plan

However good your idea, the reality of business is this: 75% of companies fail in the first three years, and 46% of them fail because they don't have a marketing plan. BBSA has developed a startup success kit, comprising a full and completely tailored marketing plan, to help fail-proof your startup — so that you can start growing your business now. Win new clients. Take your business in the right direction. Get your blueprint for success.





Win Clients and Increase Your Growth Potential

Even successful companies struggle when they don't have a strategy to reach new customers and markets.

Our marketing plan will provide momentum and a route to growth, giving you the tools to succeed quickly, profitably and sustainably. Your BBSA marketing plan will be your route to success and your insurance against failure.



A Persuasive Document During Funding Rounds

Are you looking for investors or to raise funds? A marketing plan is a mandatory element of every business plan. Funders will assess your marketing plan to determine the viability of your business. A weak plan will not inspire confidence in your ability to meet your business goals nor to grow and you won't get the funding you need.

**WIN NEW CLIENTS
SELL MORE
GROW**





The First Step to Build Your Brand

Through our expert research, you'll quickly find out the best ways to market your idea as a brand and, even more importantly, how to differentiate it from your competitors. Not only will our research and plan help you avoid failure, then: it'll also aid you in developing new concepts and future strategies as you carve out previously unexplored space in your market.



Get a Blueprint for Your Success

Your marketing plan serves as a guide for the growth of your business and as a roadmap for making the right marketing decisions now and in the future. As well as giving confidence to investors, your plan will direct you as your business develops and help you through challenging times. As such, a solid and well-written marketing plan will be a cornerstone of your business.



Access to Best Practices

Through the marketing plan, you'll gain insight into the best marketing practices for your products and services. With limited resources on your end, BBSA Marketing's startup marketing strategy and plan will save you effort and money. Stop losing out through random trial and error marketing activities, our experienced marketing professionals will point you in the right direction.

To get your bespoke Marketing Strategy and Plan:
www.bbsa-marketing.com/startup

WHY CHOOSE BBSA?



Win investors

BBSA's expertly researched and written plans are perfect for investors and funding rounds. Professionally produced, your plan will become indispensable.



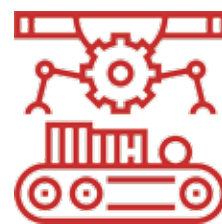
Sell more

55% of startups fail because they don't have a marketing plan. BBSA will fail-proof your startup: and help you sell, grow, and win new clients.



Trust

Get award-winning marketing experts working for you. Collaborate with confidential, experienced marketers who know how to grow in your market.



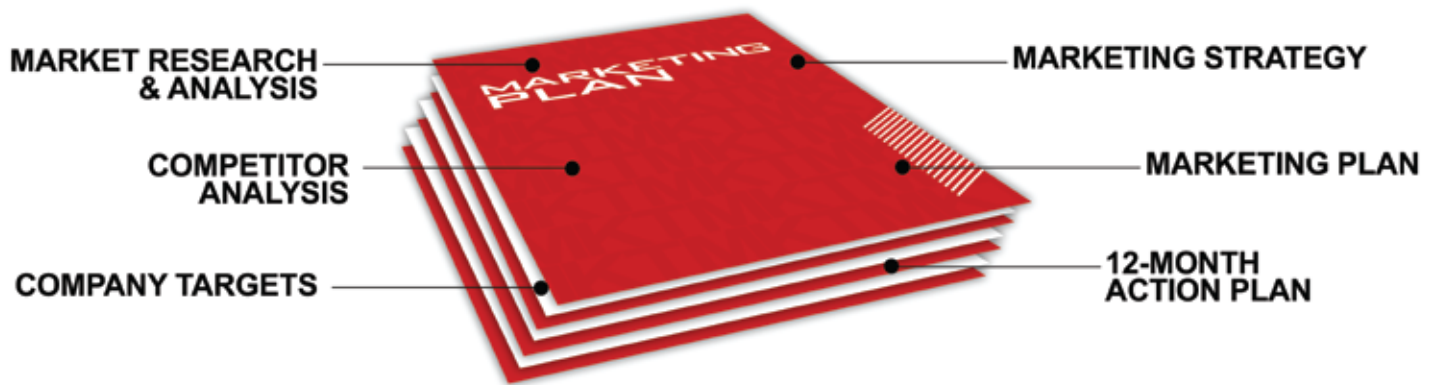
Customisation

Everything BBSA produces is completely tailored to the client. We work on the ground, spending 30 days gathering unique and valuable information.

WHAT'S IN THE PLAN?

Your Startup Marketing Strategy and Plan will be 60 pages long and includes: a marketing strategy developed by experienced marketing professionals; a 12-month marketing action plan; and high-quality market research.

Professionally designed, it's perfect for use in funding and investment meetings.



A PLAN FOR EVERY MARKET

Whether you're a tech startup, a new restaurant, a developing events company or a new retailer, BBSA has the plan for you and the

experts to make it work. Every marketing plan is unique, tailored to the needs and market of a specific business.



- AUTOMOTIVE
- B2B MARKETING
- B2C MARKETING
- BUSINESS SERVICES
- CHARITIES & NON-PROFITS
- CREATIVE & DESIGN
- CONSTRUCTION
- EDUCATION
- ENERGY GAS & OIL
- ENGINEERING



- EVENTS & EXHIBITIONS
- FINTECH
- FINANCE & BANKING
- FOOD & DRINK
- HEALTHCARE
- LUXURY GOODS
- MANUFACTURING
- PHARMACEUTICAL
- RETAIL
- TECHNOLOGY

WHAT PEOPLE ARE SAYING



Matt Osso | Bone Ltd

“Frankly, I’m not a marketer, and I don’t want to be. A good startup team turns to the experts to keep the central team and outsource the rest. We did that with BBSA, and now we’re growing.”



Ennio Lizza | EnA Moda

“BBSA took all the pain away from marketing our services and products. The action plan we got, as part of our 30-page report, is now one of the most important documents at your company.”



Paula Nirschl | Ithaca Art

“I had a great idea but had no real strategy on how to market it. BBSA’s plan focused us. It gave us an end point to aim for a 12-month plan to put effort into it. We’re selling. We’re ready to grow.”

AS SEEN ON

FINANCIAL TIMES

The Wichita Eagle
Kansas 2.com

THE SACRAMENTO BEE

Pasadena Star-News

The News & Observer

PRESS-TELEGRAM

DAILY BREEZE

 **The Olympian**

THE BUFFALO NEWS
Where life unfolds daily

Redlands Daily Facts

TheSunNews.com

Whittier Daily News

Los Angeles Daily News

LAS CRUCES  **SUN-NEWS**
lcsun-news.com

Daily Herald
Big Picture - Local Focus

Daily Mail



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