



**MarkActPlan™**

**Marketing Action Plan for Brand Success**



# MarkActPlan™ Marketing Action Plan for Brand Success

*- simple techniques to develop an easy-to-understand and easy-to-implement marketing plan*

## Introduction

Do you have a plan for your products or brands? Is your goal too lofty or a yawn?

Does this plan identify the target segments and determine what type of promotions and how much to spend on each type of promotion? Does the plan state what needs to be monitored to ascertain if the plan is being implemented correctly and timely? Does the plan identify the competitors and their strategies and tactics?

If you do have a marketing plan, how often did you meet the financial objectives over the last 5 years?

If you answered these questions, either with a “no” or “don’t know” or “less than 3 times” for the last question, you need help.

Marketing is both an art and a science but it's more science than art. Unfortunately many companies think it is entirely art and very seldom find success in their products or brands. They may exceed the financial objective one year but have deficits all the other years.

The major benefit of developing a marketing plan is that it forces you to think of all areas that will impact success of your brand. And since you've thought about these things, you will be prepared for most bends in the road, if and when they happen.

With such a benefit, the major outcome of an effective marketing plan is that it increases your sales revenue and boosts your productivity.

Who doesn't want their top-line and bottom-line to swell?

## **The Programme**

### **Course Objective**

To develop a simple, implementable marketing action plan for a brand.

### **Who should attend**

- \* Brand/Product managers
- \* Marketing managers/directors/vice-presidents/CMO
- \* staff identified or being groomed for marketing role
- \* CEO, Board members, Management Team members

### **Course Benefits**

- \* Be able to increase sales & profits
- \* Be able to create effective promotions
- \* Be able to structure effective monitoring methods
- \* Be able to develop contingency plans

### **Course Methods**

This training course will be delivered in a highly engaging and interactive way.

There will be:

- \* Trainer input and tips through short presentation, demonstration and discussion
- \* Individual and small group exercises with facilitated group review of learning
- \* Group discussion
- \* Practice sessions in pairs or trios with feedback and coaching

### **Duration**

- \* 2 Days

## Course Outline

### *Day 1*

- \* Introduction
  - ★ What exactly is marketing
  - ★ Inbound vs Outbound marketing
  - ★ Role of marketing in an organisation
  - ★ Elements of a marketing action plan
- \* Executive Summary
  - ★ How to write an attractive one
  - ★ When to write it
- \* Situation Analysis
  - ★ PESTLEScbc™
  - ★ Competition Monitoring Tools - ESpyMon™ Technique
- \* SWOT Analysis
  - ★ Internal vs External
- \* Key Issues & Opportunities

### *Day 2*

- \* Objectives
  - ★ SMART
  - ★ Time period
  - ★ Financial
  - ★ Marketing
- \* Marketing Strategy
  - ★ Positioning statement
  - ★ Marketing Mix
  - ★ 4Ps or 6Ps or 8Ps
- \* Promotional Mix
  - ★ Cost
  - ★ Promotional calendar
  - ★ Responsibilities
- \* Monitoring tools
- \* Contingencies
- \* Incremental P&L

Elements from this programme have benefited individual entrepreneurs and corporations in Malaysia and Internationally to boost revenues and profits consistently.

# The Trainer

## James Pereira

James Pereira spent 22 years in the pharmaceutical industry in several Multi-National Companies. He has been involved in sales and marketing as a Product Manager, Sales Manager and Sales & Marketing Director in the Malaysia, Singapore, Brunei sub-region.

Among his achievements in the pharma industry were developing a performance management system and initiating a career development programme in his Division for succession planning purposes. His OD initiatives resulted in rescuing doomed divisions and even taking a Division from USD 3 million to USD 30 million in 9 years.

He operated a pharmacy with his wife that developed his skills in B2C reputation marketing and customer engagement techniques.

After leaving the pharma industry, he spent 2 years in the academic world as a Deputy Dean of the Post Graduate School in a private university. He obtained a grant from the Ministry of Higher Education to develop a Malaysian Appreciative Inquiry Model to boost performance among Malaysian companies. He is also a Visiting Lecturer for the University of Sunderland (UK) MBA programme delivered at SEGI College.

James obtained a BSc (Hons) from USM in 1986 and an MBA from Strathclyde University in 1995 and received the Book Prize for Organisational Development.

James is a business columnist with Free Malaysia Today news portal, sharing his expertise on organisational development and reputation marketing topics.

He founded Lion Reputation Marketing Coach providing revenue generating services to companies in Malaysia and North America focusing on Performance Development Consulting and training in Leadership Skills, Coaching Skills, Selling Skills, Sales Leadership Skills and Marketing Planning Skills.

James has spent many hundreds of hours as a life and business coach with U.S. based T.Harv Eker's Reasons or Results Worldwide, coaching Malaysian and International clients.

Among the clients he has provided consulting and/or training services include

- \* **Healthcare** - D'Apotic Pharmacy, Tripti Bumis, Beverly Wilshire Medical Centre, Tropicana Dental Surgery, Smith & Nephew, Holista Coltech
- \* **Swiss Luxury Watch Brands** - Breitling, IWC, Jaeger LeCoultre, Audemars Piquet
- \* **Luxury & Common Automobiles** - Ferrari, Lamborghini, Hyundai Sime Darby
- \* **Fortune 500 Companies** - McDonalds & Domino's Pizza
- \* **Logistics** - Shriro, Megalift, Multi-trans
- \* **Oil & Gas** - Enersea, IDS, Upeca
- \* **Electrical & Electronics** - Schneider Electric, KVC, RPS Automation, MCL, Logic Builder, Pentapower, Combi Master Drives, Cupex Electrical, Compact Electrical, Maydenki
- \* **E-commerce** - ZiccoTees, Covo Cosmetics
- \* **F&B** - Bella & Luca Pasta Fresca, Baby Cakes Shoppe, La Taverna Restaurants
- \* **NGOs** -TECH Outreach, Bethel Community Centre, Malaysian Dietary Supplement Association, American Forests

James is an HRDF Certified trainer as well as an Associate Trainer with the Federation of Malaysian Manufacturers, Leaderonomics, RCS Dynamics, Tactics Asia and Blaze Avenue.

James serves as a member of the Harvard Business Review Advisory Council, Smartbrief Advisory Panel as well as a member of the National Human Resource Standards Interest Group Network.

## About Lion Reputation Marketing Coach

LRMC is Malaysia's First Reputation Marketing organisation dedicated to helping businesses of any size in any industry to boost their profits by building their online and offline reputation via continuous improvement of their core functions, core processes and core competencies. We consult and coach companies to jumpstart their operational areas to supercharge their sales, slash costs and explode profits.

Training and Development of staff competencies in relevant areas to enhance performance and reputation is one of the core services LRMC provides.

*A Bottom-Line Series Programme by*



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