

10. Final analysis

10. Analysis of recovery

In any business things can happen for example 'Building Loss'. What happens if you lose your place of business, or your source of financing or unexpected flaws in the product? These are impact scenarios that can affect your business. Business environments, such as distribution, warehousing, etc. are likely to have additional issues to manage following a disruptive event.

After defining potential threats, documenting the impact scenarios that form the basis of the Analysis of recovery plan is recommended. In general, planning for the most wide-reaching disaster or disturbance is preferable to planning for a smaller scale problem, as almost all smaller scale problems are partial elements of larger disasters.

The goal of the analysis recovery phase is to identify the most cost effective recovery solution that meets two main requirements:

1. What will it take to correct the impact scenario? The analysis of recovery needs to forecast, for example a flaw in product design and what would it take to correct the flaw.
2. The amount of time to correct the problem. Remember time is money and every minute the company is not making money it is costing money.

10.2 scheduling

Marketing plan schedules are important in any business, and a home business is no exception. In fact the way that you implement a marketing plan schedule is even more important with a home based business, either one that you run by yourself or with only your family, simply because of the limited number of people actually doing the work!

You should only begin to develop your marketing schedule after you've completed your research and analysis for your market area. At that point, you should know who your customers are, where they are located, who your competition is, and what your strengths, weaknesses, opportunities and threats (SWOT) are. Now you can begin to incorporate all the information you gathered into a strategic plan to promote your business.

A schedule helps keep business marketing initiatives a priority in a busy world. There is a limited amount of time in every day. Do any small business owners really have the time to pencil in the time to create a marketing schedule? It might seem like a waste of time, but the truth is that time spent on a marketing schedule today is time saved in the future.

Here are four steps to get a business marketing agenda underway:

Pick a Marketing Goal

The first step to creating a marketing schedule is picking a goal. Any agenda or schedule is worthless without having something to achieve. A business marketing goal is a great place to start. Begin with considering what marketing goals need to be accomplished. How do they relate to the bigger picture, like quarterly goals, yearly goals? Breaking these long-term goals into smaller pieces—such as months—makes them less intimidating, and then it's easier to figure out which tactics to use to meet the goals.

Common marketing goals might include:

- Social Media: Get a certain amount of members or followers each month
- Email: Increase conversion rate or email performance with an email test plan
- Direct Mail: Use direct mail to acquire X amount of new customers a month
- Surveys: Increase revenue by using customer feedback from surveys
- PR: Write one press release a month to get media coverage and build buzz around your business
- Select a Marketing Calendar

Choose a Calendar for a Marketing Schedule

Step two is simply to pick a calendar on which to make a small business marketing schedule. There are many free and easy ways to create a marketing schedule. Most email services offer calendars (i.e. Google Calendar). One can even get organized by creating a plan in Microsoft Word or Excel.

Start By Scheduling One Day

The third step just involves making a list of activities and responsibilities that will help businesses reach their small business marketing goals.

Here are some ideas to start with:

- **Social Media:** Create social media accounts, and then allot times for blogging/posting/tweeting.
- **Email:** Create an email test plan with content due dates and launch dates.
- **Direct Mail:** Pick a method of direct mail to try (postcard, flyer, letter, etc.). Then decide on the due dates and launch dates.
- **Surveys:** Make time to discuss survey ideas, schedule time to write the questions, and pick survey send dates.
- **PR:** Have a PR check-in. Allow time to explore good media sources, delegate time to write press releases, allot dates to send out the releases.
- **Reporting:** Be sure to allow time to stay on top of reporting.
- **Industry Review:** Hold industry reviews and news, trends and best practices catch-ups.

Now think about frequency. Decide which of these need to be conducted daily, weekly or monthly. Then enter the activities on a monthly marketing calendar. Cut, paste, and repeat all the activities that need to occur more than once.

Here's a fun scheduling tip: List all the small business marketing ideas to try. Now cross off the ones that are too ambitious, expensive, or aren't effective enough. Prioritize the remaining items and add them to the plan!

Following Through with a Marketing Agenda

It's all laid out now. Step 4 is simply execution. And really, the easiest thing to do is just stick to the schedule. The daily, weekly, and monthly breakdown is essentially a to-do list designed to keep small business marketing plans on track. Take into consideration the new marketing schedule, and get to work!

10.3 Evaluation

Marketing plans are an important part of your business strategy. A good marketing plan consists of several sections, according to the U.S. Small Business Administration, including an executive summary, situational analysis, competitive analysis and marketing strategy.

To evaluate a marketing plan, there are focuses and questions you might as well solicit to guarantee each from these segments adjusts with the goals set forward in the plan.

1. Check to guarantee the marketing plan begins with an executive summary. This summary might as well present the plan and its objectives. Audit the objectives and determine if they are particular, measurable, achievable, sensible and convenient.
2. Audit the situation analysis area. You may as well see a nitty gritty portrayal of the target market for the plan, which is the gathering of customers the company focuses on. Guaranteed the portrayal of the target market incorporates particular demographic qualities like age, sex, household livelihood, divergence and needs. In short, determine the marketing plan responses the question, "Who is purchasing the product or service?"
3. Look at the competitive analysis area. Determine that the marketing plan incorporates a review of every competitor in the marketplace. This might as well incorporate a name of every competitor; a summary of their product or service offering; this strengths and shortcoming; business strategies and objectives; and market offer. Ultimately, note that if the plan conveys any additions in market impart from those competitors.
4. Finally take a gander at the marketing strategies area. The plan might as well distinguish the 4P's for the company: product, price, place and promotion. It may as well answer the questions, "what particular product and services would you say you offering?" "When does the company offer these products?" "What price do they charge for the products?" And "how would they plan on promoting these products?"

10.4 Feedback

It is the task of management to ensure that the marketing plan is carefully monitored, evaluated and controlled. Indeed authors such as Mockler¹¹ see no distinction between planning and control but view them instead as steps within the same cycle. Typical controls involve setting standards of performance, evaluating actual performance against standards and, if the deviations are intolerable, taking corrective action. Marketing planning can be seen as a cycle, which begins with clear objectives that set out what the marketer intends to achieve, and ending with a feedback mechanism in order that the objectives can be evaluated, a course of corrective action can be taken (if there are deviations from plans) and the organization can monitor its usage of resources.

Feedback helps to evaluate the effectiveness of the marketing plan by providing a framework for the modification of the products and services and the marketing programs associated with them.

In essence, it is a review of all the products and services you offer measured against the needs of your individual clients.

It helps to distinguish fact from fiction; what you expected your product to accomplish when you first designed it; what you believed you have accomplished when you first marketed the product; and what your client perceives was accomplished by using your product.