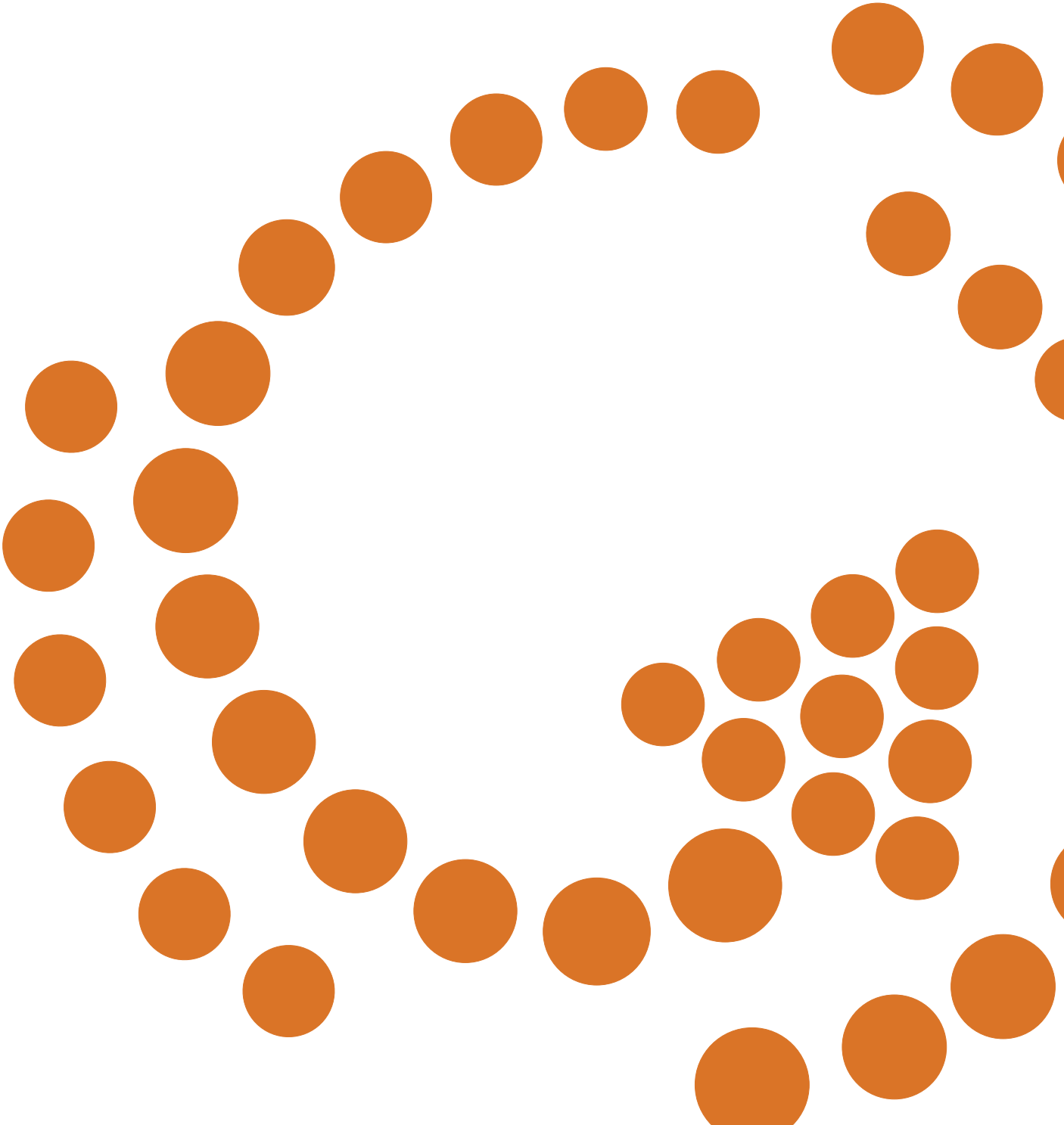


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Marketing Plan

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Your Marketing Implementation Plan

Having a having a marketing plan in place is hugely important for any growing business.

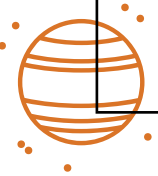
However planning the activity and what to do is rarely effective, without a good implementation plan to go with it. Knowing who is doing what, and when, is vital to the success of your campaigns.

What is equally important is objectively looking at who should be carrying out these tasks, and whether you are the right person to be doing it all or if would be better to be outsourced.

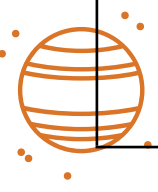
This plan will help you assess your current marketing plan and then pull together an implementation plan to work out what needs to be done by whom and when. This can also be used as a basis for briefing your VA on assisting with your marketing tasks.



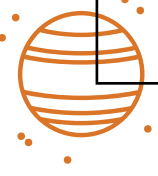
Your Marketing Pillars	Long term objectives	12 month outline plan	Initial activity	Ongoing activity
Name your marketing Pillar (i.e. Twitter, Email Marketing, Website, PPC)	What are your objectives for this channel over the next 12 months?	How are you going to achieve these objectives, at a high level?	What needs to happen in the next month?	On an annual, monthly and weekly basis what activity do you need to do with this pillar?



	Activity	Deadline	Who will do it	Resources needed
	Each month, list all the activity you are going to do e.g. Write a white paper or create monthly newsletter.	When should each activity be completed by	Who is best to carry out this task? Think objectively – do you really need to do it yourself or could your VA do it for you?	What details do you need to provide in order for this job to be done effectively – and who needs to arrange this?
January:				
February:				
March:				
April:				
May:				



	Activity	Deadline	Who will do it	Resources needed
June:				
July:				
August:				
September:				
November:				
December:				



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About Outhouse-UK

Outhouse-UK is an outstanding Virtual Assistant service, providing business support for small business in the UK, enabling these businesses to shift their focus away from time consuming admin tasks and concentrate on the things that are most important for growing and running a business.

Renown for offering more than just admin support, Outhouse-UK can run an entire back office, providing valuable help and advice on all aspects of business administration, from typing to project management.

Outhouse-UK is the first choice for small businesses and entrepreneurs who are looking for top quality PA and secretarial support for their business, without the associated hassle of employing an assistant to do this.

Get in touch

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**Call us
GET STARTED TODAY
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