

TASK Marketing Brainstorm

Instruction: Marketing Brainstorm session with your team or upper management level. I prefer to use as many of your team as possible however ensure that the people you invite to this session have valuable tangible input to give. It is no point to invite therapists or housekeepers who have language barriers or who are not proficient with marketing/promotions or are not ideas driven individuals. A great idea is to send out an invitation outlining exactly what the purpose of the meeting is and not making it compulsory to see who is interested enough to attend and give input. Prepare a document outlining the results of this brainstorming session using the guide categories, questions and prompts below.

The outcome: To boost revenue and attract new clients.

Guide categories, questions and prompts for your marketing brainstorm

Where are we now? Answer this by using the guide prompts below.

- Understand the market trends
- Look critically at our customers – who are our clients?
- See who our competition is – really, what are they doing?
- How are we different, what are we good at, what are we selling?
- What is our offer?
- What does the current business look like to our existing and potential customers?
- What are our strengths, weaknesses, opportunities and threats?

Where and what do we want to be? Answer this by using the guide prompts below.

- With the information we have gained from the research, what do we want to keep, adapt or change?

- What is our vision for the future?
- What will our business look like?
- Where do we want to be in the market place?
- Who do we want as our customers?
- How much will it increase our income?

How might we get there? Answer this by using the guide prompts below.

The answers to the previous questions will give us clarity to help answer this one. There is a range of options to choose from when deciding how to get there – these are marketing elements, or mix, within the marketing strategy.

Which way is best? Answer this by using the guide prompts below.

How you implement the marketing strategy is a key to its success. The timing and how you communicate the strategy to your internal and external target audience is crucial to its effectiveness, and it is the people within your business that will ultimately deliver the marketing promise to your customers.

How can we make sure we get there? Answer this by using the guide prompts below.

Plan the work and work the plan – follow the process logically, be flexible, don't miss

out the steps, and you will gather enough information to reduce the risk of wrong decisions. Achieve clarity of directions, and be more confident when putting the marketing strategy in place. It is also wise to plan for several possible futures (scenario planning) that your team can commit to and deliver.

What will it cost and can we afford it? Answer this by using the guide prompts below.

Prioritise on the things that will make the most impact

When planning anything the SMART model is a useful one to bear in mind.

Specific

Measurable

Actionable

Realistic

Time Specific

These are characteristics of good objectives.

A quick word about people here. You and your team are the most important influences when taking action on your plan.

Make sure that your team know as much about what you are doing as you do, and clearly communicate in as many different and creative ways as possible – and remember, you don't have to do it all yourself – your team will have great ideas too! Keep the communication open both ways during the planning process.

You may need to offer incentives to 'energise' your team. Remember – the biggest mistake we make as owners and managers is to assume that everyone else in the business is as motivated as we are, and that cannot be true for obvious reasons.

Look to find the motivating factors for the different individuals in your team.

You may need to "sell" new ideas and educate a different way of thinking within the team if this process is new to them.

Remember, they may not be used to you asking for their opinions and so it will take time for them to get used to contributing to the business in this way – it may take a year of gentle encouragement from you!

Now, capture your marketing plan in its entirety here.

