

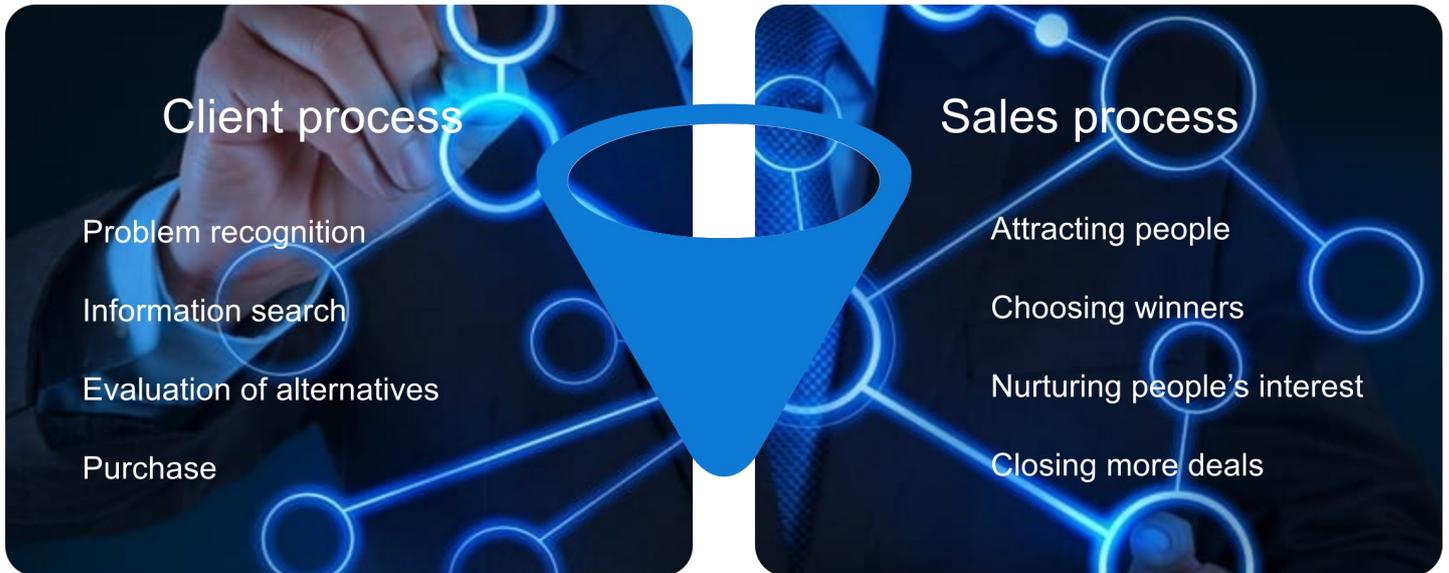


SMART Campaign planning

Self coaching guide



SMART Campaign Planning



Practical, well targeted, and well thought out campaigns are crucial to your businesses success. The SMART campaign planning system is designed to match your sales and marketing activities to your client's purchasing process, making purchasing from you easier than purchasing from your competitors.

The diagram shows your client's purchase process on the left; your sales funnel in the middle and your sales process on the right.

Your sales process should be designed to respond effectively to your potential client's behaviour and has four stages;

- Attracting people to your business. Attracting enough people to your business is the first step in your sales process. If you don't get enough people interested in what you do, you won't sell enough. It doesn't matter how good your product is, how great your sales and marketing skills and process are you need volume.
- Choosing winners. What makes a winner for your business? People are not equally valuable, and you want to focus on people who are most likely to buy your product. If you don't do this, you are more likely to waste a lot of your time and resources on people who are not worth it. You can choose winners when you create your target market and throughout the sales process.
- Nurturing people's interest. Studies show about half the people you attract to your business are ready to buy immediately. The other half are not and need nurturing to develop their motivation. How are you going to do this? Understanding the needs and timing of each prospect, providing compelling content and creating excellent opportunities to engage more are key to your success.
- Closing more deals in the new normal. In the past, businesses with complex high-value products relied on a lot of face to face contact with customers and prospects. Covid-19 changed all that, face to face opportunities are few and far between, and we need to adapt to the "new normal". Nobody is sure what this looks like, but we are going to need to adapt. During the lockdown, a lot changed for business; low or no demand, furlough, working from home and massive growth in social selling, digital marketing and video conferencing. Can you take your sales interview on-line and make it work? What does it depend on?

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Campaign name

What name are you going to give the campaign? It helps to name your campaigns, especially if you have several running at the same time or involve other people.

SMART Goal

Take your business goals and create a marketing goal to help achieve them. Make it's achievement the objective of your campaign plan

Here are some tips for creating SMART goals;

Describe, as simply as you can, using positive language, the precise goals you want to achieve. Write the goal in a form that is specific, measurable, attainable, relevant and time-bound. Then you will be able to develop appropriate action steps.

The S in S.M.A.R.T. stands for SPECIFIC. You have a much higher chance of achieving a specific goal than a general one. To set a specific goal, ask yourself who is involved? What do I want to achieve? Where will the goal take place? When will it take place?

The M in S.M.A.R.T. stands for MEASURABLE. Your goal is measurable when it can be quantified. You need to establish concrete benchmarks for measuring progress towards each goal you set. When you measure your progress, you stay on the road to success, reach your target dates, and experience the sense of achievement that spurs you on to continued effort required to achieve your goal.

The A in S.M.A.R.T. stands for ATTAINABLE. Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. Attainability may be influenced by time. Let's say your goal is to become CEO of your company, this may be unattainable if you have just started your career and your timeline is 6 months but totally attainable if it's a life-time goal.

The R in S.M.A.R.T. stands for RELEVANT. Your goal must have relevance to your current position and condition to be effective. Ask yourself, is this the right time? Is it worthwhile? Does it matter to me? Will achieving this goal contribute to my success?

The T in S.M.A.R.T. stands for TIME-BOUND. Time is money! Make a tentative plan of everything you do. Everybody knows that deadlines are what makes most people switch to action. So install deadlines, for yourself and your team, and go after them.

Start date

Enter the date you started completing the plan



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Target market

You worked on a definition of your ideal client earlier in the course, do you want to get more clients like this? If you do can you use the description you created to make the campaign target market clear to yourself and all involved in the campaign? If this is not the case, who do you wish to target?

Products

Specify which products or services you are trying to promote in this campaign.

Market needs

Your potential clients will need you to answer the question “what’s in it for me” (WIIFM), which means your product or service must satisfy genuine needs.

Solution

Your product or service must help the client make the most of the opportunities that present themselves or avoid losses created by problems they are encountering.

Key messages

Key messages are the messages you will communicate to your target market to

- Make it easy for your ideal client to choose you.
- Show your business, products and services in the best way possible.
- Demonstrate how your solutions meet needs
- Highlight the positives.
- Differentiate your from your competition.

Attracting people

If you are going to sell your product or service to the target client, you must first attract their attention in a crowded marketplace. This is no small challenge as people are flooded with information, useful and useless, well crafted and otherwise. How will



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you overcome this challenge? A good starting place is to create the possibility to see and hear your messages. Do you know where your target client looks for information or gets advice and opinions? Popular choices include the internet, social media, networking groups, friends and family and trade associations. Physical collateral plays a role as many people will read well-produced materials that appear to address a need that they have.

Timing plays a vital role as most types of need have a timeline. Think of trying to sell Easter eggs in June, and you get the picture. Some products and services satisfy needs attached to an opportunity or problem that can be planned in advance, in which case you can attract the client before the time of need. Others are unpredictable and limit the attractiveness of your product or service to the time of need.

Choosing winners

Unless you have the wealth of Croesus, your resources are limited and need to be focused where they are most likely to result in a sale. Before you invest a lot in a potential client, make sure they are worth it. Two approaches you might consider during the sales process are BANT and CHAMP

BANT: This stands for Budget (Do they have one)? Authority (Does the person you are dealing with have the authority to buy from you? Need (Do they have a need you can satisfy? Timeline (Do they have a defined timeline for the purchase?

CHAMP: This stands for Challenge (Are they facing a challenge you can help them meet)? Authority (Does the person you are dealing with have the authority to buy from you)? Money (Do they have the money to pay you)? Priority (Is this item a priority for them)?

Nurturing people's interest

Some clients are not ready to purchase right away but have the potential to purchase at some date in the future. Sometimes you realise this when you qualify them; sometimes it's later in the sales process. In both cases, you want to build your relationship and motivate them to purchase your solution.

Make sure that your content adds value to your prospects, makes them more likely to engage and brings them a step nearer purchase. Most people value content that educates and entertains; try to focus on this type of content.



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Design campaigns that are well constructed and engage people more deeply over time. Education courses are really good at this; you demonstrate how knowledgeable you are, and people learn stuff they value.

Closing more deals

The objective is to seal the deal and help the target client select and purchase your products or services. How will you achieve this? A phone call, face to face meeting, webinar or a virtual session will all work with the right amount of planning, preparation and execution. Consider what will work for you.

A good sales interview is well prepared. It starts with research to build as clear a picture of your customer as possible. Social media reveals a lot as does a quick "Google". Preparation of yourself, sales tools, and content is crucial for success. The actual live interview can be structured in four phases.

- Introduction where your objective is to establish credibility and rapport.
- Discovery where you find out what your customer's needs are.
- Demonstration where you show how your product meets the needs and
- Close, where you provide the customer with the opportunity to say yes.

Action steps

List the specific actions you must take to implement your campaign. Campaigns depend upon completion of a series of action steps that you must take in consecutive order, one after another. After listing the steps, indicate the order you must take them in. Some steps might need to be broken down into sub-campaigns with some smaller, more detailed action plans. Set a target date for each action. When you study each action step, record the date in the date reviewed column. As you take action, enter the date you completed it in the date completed column. This gives you a visible check on your progress.

Resources

Identify the individual(s) and resources needed to run this campaign. Can you do everything yourself or do you need to get help? What do you need and when will you need it?



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Measures

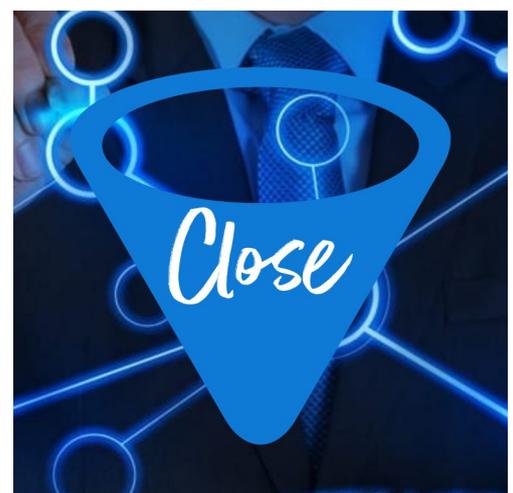
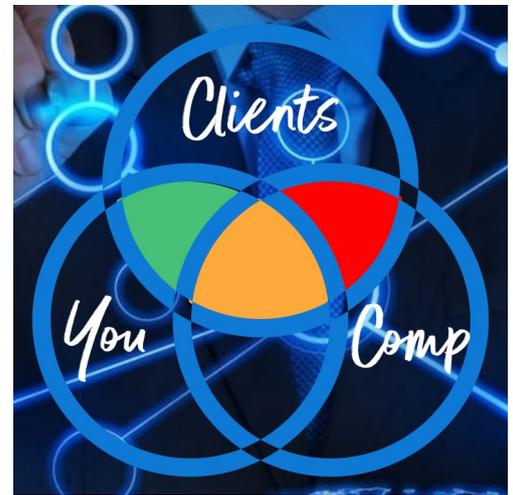
How are you going to track your progress towards your goals? Identify benchmarks, KPIs and appropriate performance measures to measure. This provides you with a sense of achievement that will motivate you even more.

Costs and revenues

What are the costs associated with this campaign? Take into account all the resources you have just identified and estimate the cost of each one. Now look at the campaign goals and try to associate revenue to their achievement. This is easier for some campaigns than others; if your campaign goal is to sell your product or service to 100 new clients, it's easy, if your campaign goal is to increase brand awareness in the Optician's sector, it's more complicated. Either way, try to get a good understanding of the commercial dynamics because it will help you prioritise campaigns and measure their performance.

Target date

Once you have planned the action steps needed to achieve your goal, you can work out how long you will take to do the entire job. Fill in the "target date" next to the "start date."



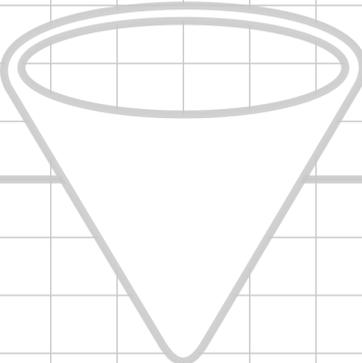
SMART Campaign Plan

Campaign name	
Start date	Target date
Target market	Products
<div style="border: 1px solid gray; border-radius: 15px; padding: 10px; width: fit-content; margin: 0 auto;">SMART Goal</div>	
Market needs	Solution
Key messages	

SMART Campaign Plan

Attracting people

Choosing winners



Nurturing people's interest

Closing more deals



SMARTer entrepreneurs Make more money



Smarter entrepreneurs make more money because they

- Have excellent business ideas!
- Make smarter plans to turn great ideas into an effective strategy
- Action their plans skilfully with flair and commitment
- Just keep getting better, smarter and smarter as they develop

We help entrepreneurs get twice as smart with our online business advisory. The first SMART is firmly based on values, specific, measurable, attainable, relevant and time-bound.

The second SMART comes courtesy of our experience serving organisations from the largest to the smallest and starting several businesses in the services sector. We have made the mistakes already, so you don't have to. We have learned hard lessons, and so you can learn the easy way. We have the techniques, skills, processes, mindset and can help you discover them too.

Get SMARTer with our continuous improvement process. Discover how you can improve each element of your business each time you take action.



help@smarterentrepreneurs.co.uk

www.smarterentrepreneurs.co.uk