



“Business Turnarounds - Writing Advertising Section of Your Marketing Plan”

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To write the advertising sections of your marketing plan, first ask yourself the following question:

How are you advertising your products and services in the pre-turn-around and the post-turnaround periods?

In this section of the marketing plan, outline your ongoing advertising methods and their projected costs. For example, if you will be using the Internet more as a result of the restructuring, describe how your new on-line advertising techniques will work and why they will work.

Describe each Internet advertising method and give a breakdown of how much it will save over the old methods and how much new business will be generated. If you are new to Internet advertising, your estimates may not be exact, but don't worry; you will be able to fine-tune these numbers over time.

Many business owners believe that when times are bad, you should advertise much more than when they are good. If you will be doing more advertising campaigns as part of the restructuring, discuss them here.

Give the details of when you will advertise and how much you will advertise. If you plan to give free samples, describe how many samples will go out and how much new business you expect to generate from these samples.

Suppose you will start a low-cost, punch-card promotion as part of the restructuring. You plan to have punch cards that result in a discount or freebie after a certain number of purchases. Describe the details of that promotion here.



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List all your promotions, and include the cost of each one and what you anticipate the effects on business will be. List both the financial benefits along with any intangible benefits you expect will result.

For the overall turnaround plan, you will be developing a new budget. From this overall budget, you will generate an Advertising/Marketing Budget listing those items that are related to your advertising and marketing activities.