



Association for  
SOLUTION FOCUSED HYPNOTHERAPY

# Quick Marketing Plan

Doc title:	Quick Marketing Plan	Doc type:	Template-Marketing Resource
Version:	V1.0-05032020	Author:	AfSFH Head of Marketing

## **About this document**

The following guide is provided as a tool to help you reflect and think simply about your business and practice. It will help you explore your strengths and new opportunities for the future allowing you to build your own action plan as a result of the information you provide. In short, it will help you consider where your SFH business is currently at, where you would like to be and what steps you can take to get there.

### **Part 1: Current situation – Where are you now?**

- Your USP and Vision for your practice
- Marketing activity in progress
- SWOT Analysis
- Resources Available

### **Part 2: Objectives – What do you want to achieve?**

Targets, Aims & Objectives

### **Part 3: Strategy – How do you achieve your goals?**

Target Market

### **Part 4: Tactics – How exactly do you get there?**

- Avenues Available
- Social Media

### **PART 5: Action – What is your plan?**

Your Plan

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## Part 1: Current situation

### *Unique Selling Points (USPs) and Vision for your practice*

List all you can about your business and practice. Where are your unique selling points, how do you stand out, what makes you different? What vision do you have for your practice longer term?

Unique Selling Points:

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Vision for your practice:

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## Part 1: Current situation

### *Marketing in use*

List all the current marketing activities you carry out and record how successful you think they are based on enquiries, bookings and conversions. Include all online and offline methods giving as much detail as possible.

Marketing activities/types	Success rate

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## Part 1: Current situation

### ***SWOT Analysis***

List all the strengths, opportunities, weaknesses and threats in your practice/business and market you operate in. This can help you to identify what is working well and where you may need to focus more of your attention.

Strengths	Weaknesses
Opportunities	Threats

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## Part 1: Current situation

### ***Resources***

Make a list of all your current resources available that may be useful when creating a marketing plan. For example, this could include peers, colleagues, existing content, your clinic facilities or contacts.

### **My resources include:**

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## Part 2: Objectives

### ***Targets, Aims & Objectives***

List your targets, aims and objectives for your practice, include both long term and short term.

#### **Targets:**

What are the results you hope to achieve for you and your practice? E.g. Turnover, number of clients, specific target segment, new skill set.

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#### **Objectives:**

What are the objectives (or goals) you need or have in place to help you achieve your business targets?

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## Part 3: Strategy

### ***Target Market***

Describe your ideal clients in as much detail as possible, thinking about their specific problems and issues. Where do they 'hang out'? what are their interests? Defining the problems that they need fixing will help you define the solution to their problem.

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## Part 4: Tactics

### *Avenues Available*

Look through the following list and see if any of these avenues are a possibility in your marketing. Add any additional tactics you can think of.

- Website
- Pay Per Click (Adwords)
- Blogs
- Editorial and PR opportunities
- Events/Shows/Exhibitions
- Newsletters (New subscribers/existing clients)
- Testimonials and Reviews
- Networking Events
- Direct Mail
- Leaflet Drops
- Webinars
- Open Days in your clinic
- Social Media Advertising

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## Part 4: Tactics

### *Social Media*

There are a range of different social media channels available but it's not usually necessary to be on them all. Pick those you feel are most appropriate for your clients and business approach. This can help you to consider a wider variety of channels and concentrate your efforts for maximum return. Look at the list below and reflect on if they are appropriate for you and your business, and whether your current use of these is appropriate – add more that you can think of.

- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- Google
- Pinterest

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## Part 5: Action

### *Your Plan*

Based on the information you have filled in throughout this document, copy this sheet and list one action per sheet that you'll take going forwards. Remember to keep a record of your results.

Action #
Timeframe:
Further Details (costs etc.):
What difference will this action make to you or your business?

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