**Marketing Plan – To do list**

**My markets**

1. Who are my target markets?

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1. How much demand is there for this market?

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1. Have I completed my spread-sheet forecast of required earnings and business expenses?

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**My competition**

1. Who are my competition?

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1. How good are my competition?

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1. How much do my competition charge?

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1. How are my competition reaching or staying in touch with their clients?

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1. What does my competition offer that I currently do not?

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1. How good are my competition in comparison to me?

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**Reaching my potential clients**

1. How do I propose to reach my potential clients

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1. What do my target market read?

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1. Are my potential clients subscribers to any business or trade magazines?

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1. Do my potential clients attend any trade shows?

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1. Do my target market attend and business network lunches?

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1. Have I been able to identify the specific person responsible for photography booking?

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1. Do I have a budget for advertising / printing and what can it afford?

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1. Am I able to include a traceable form of advertising that allows me to measure its effectiveness?

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**Dealing with potential clients**

1. Do I fully understand the project flow from client to completion?

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1. Am I fully aware of my role in the process?

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1. Am I capable of working to a strict brief if necessary?

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**My website**

1. Is my website easy to navigate and clearly understood?

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1. Can my potential clients view relevant work easily on my website?

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1. Can I offer something on my website to encourage sign ups?

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**Social media**

1. Do I know which social media channels my potential clients are most likely to view?

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1. Do I have a clear strategy for social media that would be appealing to my potential clients?

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1. Can I maintain a reasonable level of social media interactivity and regularity?

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1. How much time can I dedicate to social media each day?

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1. How many social media channels would it be prudent to participate in?

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**Advertising and brand**

1. Does my brand and stationary look attractive and professional to my potential clients?

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1. Do I have printed marketing materials that include: brochures, rate cards, mailshots, door drops, postcards, newsletters, portfolios, books?

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**Speculative work**

1. Which clients and which products are worth speculative shooting?

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1. Can I deliver speculative shooting to the correct person in a company?

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1. Do I have an appropriate letter to deliver with speculative shooting?

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1. Am I sure my speculative shooting suits the target market very specifically?

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**Database and repeat business**

1. Can I purchase or build my own databases of my potential clients?

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1. Can I offer something on my website to encourage sign ups for my database?

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1. Am I prepared to database every person or project I deal with?

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**Networking**

1. Which business organisations could I join to help network successfully?

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1. Can I offer my expertise as a guest speaker at networking lunches?

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1. Which trade fairs would be worth exhibiting at or for trying to meet potential clients?

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**Business advice and help**

1. Are there any government start up schemes or business enterprise organisations that could assist me?

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1. Are there any professional photography organisations that would be worth joining to assist my business?

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**Business accountancy and reports**

1. Have I carefully selected the most suitable accountancy and reporting software for my business, that will easily allow me to identify my most profitable and least profitable areas of my business?

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**Production**

1. What formats and file sizes are my clients expecting from me?

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1. How will I deliver my clients work?

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1. Have I identified suitable studio and equipment rental services?

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1. Do I have appropriate premises’ for meetings and administration?

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1. Do I have appropriate back up storage systems in place to ensure my work is secure?

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**Business**

1. Have I considered all the business essentials listed in the course?

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1. Do I have my job sheets?

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1. Do I have my invoicing format worked out to maximise billing?

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1. Do I have my copyright and usage terms in place?

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1. Do I have project workflow questionnaire prepared?

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1. Do I have my pricing calculator and does my pricing result in sustainable profit?

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Further notes:

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