Marketing Success Principles

12-Month Marketing Success Planner

Take your marketing to the next level with this
easy-to-follow fill-in-the-blank planner



"Marketing is all about the stories you tell about your products and services. Your message must resonate with your audience. To be successful at marketing you must be a great storyteller. Your story needs to generate trust, credibility and connect with your customers in their own language."

– Sheila T. Brann

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Summary

Introduction

The most successful marketers I know create superior results by knowing their customers well. By providing content that resonates, they are able to position their brand in a unique way.

To achieve this, they use a planning system that structures their marketing activities in a prescheduled manner to assure the highest return on their investment for their efforts, while still allowing time to plan, evaluate, and restructure when needed.

This planner has been designed for you for those very reasons, and I urge you to use this easy “fill-in-blank” planner regularly to help you maximize both your efforts and your time. I understand how precious your time is so update this planner weekly or monthly as your projects progress.

How To Use This Planner

Sketch out the entire year’s plan based on your current budget. Include trade shows, social media posts, blog articles, press releases, pre-show mailers, email promotions and the like, whatever makes sense for your specific product and target market. Then take time at the beginning of each month to add more detail to the schedule and fill them in on the spaces provided in the calendar.

In addition to inputting your marketing tasks on the calendar, I also encourage you to do some professional development. For example, you should read a book on new marketing tactics each month. You can also plan to attend a virtual marketing event, webinar or conference. If travel is out of the question, sign up for some online marketing courses or webinars to ensure that you are at the top of your game.

Set a breakthrough goal for each month and measure it to see if you succeeded. This could be a personal goal, an educational goal, or a specific target you want to reach.

Additionally, you will find other fields to fill out when planning your month, such as: What’s Working, What’s Not Working, and Action Items to Complete.

Lastly, rate yourself on a scale of 1-10 how you succeeded as well as lessons learned at the end of each month in the sections provided.

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Summary

What Each Section Means

What is the difference between a planning, execution, and regroup day?

A planning day is a day where you prepare and plan the strategies and tactics for the month. This could be obtaining a new skill, locating a new resource, training your support team, delegating tasks and projects to others, or traveling to a trade show or other customer event. Prep days ensure your execution days are as productive as possible.

An execution day is where you spend at least 80% of your time operating in your primary area of expertise – interacting with the plan, people, and processes that give you the highest payoffs for the time you invest. To be successful, you must schedule adequate execution days and hold yourself accountable for producing the results.

A regroup day or analysis day should be completely free of business meetings, business-related calls, emails, or reading work-related journals and documents. On a true regroup day you will be assessing what went right, what went wrong, and how you can correct the course you are currently on.

What's considered an "incomplete"?

Are there areas in your life where you've left uncompleted projects or failed to get closure with people? When you don't complete the task, you can't fully understand the lack of an outcome. So continually ask yourself, "What does it take to actually get these tasks completed?" Then, you can begin to consciously take the next steps to complete them.

Best Marketing Success Principle

Choose any one of my marketing success principles you're going to exemplify each month – then think about it, implement it, and live it – and set a positive example for others in the process. (If you're not familiar with each success principle, you can learn more about them on the last page of this planner.)

New Marketing Success Habit

Your habits determine your outcomes. Successful people don't just drift to the top. Getting there requires focused action, personal discipline, and lots of energy every day to make things happen. So, which success habit are you focusing on developing each month?

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Summary

Mastermind Group Meeting

Imagine having a permanent group of five or six people who meet once every week or two for the purpose of problem-solving, brain-storming, networking, encouraging, and motivating each other. This process, called masterminding, is one of the most powerful tools for success – so make time to create a marketing mastermind group with your peers to meet with regularly. This could be a group of people within the company or other people you know through local organizations.

Marketing Skill to Learn

This one is simple: Which skill will help you the most to achieve your goals? Think about this, come up with the answer, and spend the next 30 days working to develop this skill. For example, this could be social media, digital marketing, or other personal development skills.

Relationships to Work On

Are any of your relationships strained? This could be with co-workers, vendors, or even a boss. Do you wish you could spend more time with one person or get to know someone better? Take an active approach to strengthen your relationships each and every month. Networking is key.

Affirmation: How to form an affirmation

An affirmation is a statement of your goal or desire — now realized in present time. They are statements you can write down, then repeat regularly, to blitz your subconscious mind with the thoughts, images, and feelings you would be experiencing if your goal was already complete.

Affirmations sound like this: I am so happy and grateful that I increased the number of quality leads by 10%. Or: I'm so happy and grateful that I am developing my marketing team to be more efficient and effective.

So, create your own affirmations and repeat them to yourself every single day.

I hope you enjoy using this Marketing Success Planner and that it helps you take your marketing programs to new heights throughout 2019.

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January 2019

"Creativity is intelligence having fun."

– Albert Einstein

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
30	31	1 	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 	22	23	24	25	26
27	28	29	30	31	1	2

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January 2019

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Marketing Book to Read:

Motivational Audio/Video Program:

What is Working:

What isn't Working:

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New Marketing Success Habit:

Skill to Learn:

Relationships to Work on:

Affirmation:

Breakthrough Goal:

Action Items:

Score

Planning Days:

Execution Days:

Regroup Days:

Lessons Learned

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February 2019

"The best way to predict the future is to create it."

– Peter Drucker

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
27	28	29	30	31	1	2 
3	4	5	6	7	8	9
10	11	12 	13	14 	15	16
17	18 	19	20	21	24	23
24	25	26	27	28	1	2

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February 2019

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March 2019

"Marketing is no longer about the stuff that you make, but about the stories you tell."

– Seth Godin

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
24	25	26	27	28	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17 	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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April 2019

"Social media is a contact sport."

– Margaret Molloy

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 	16	17	18	19	20
21 	22	23	24	25	26	27
28	29	30	1	2	3	4

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May 2019

"Simplicity is the keynote of all true elegance."

– Coco Chanel

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	13
12 	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 	28	29	30	31	1

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June 2019

"If you do what you've always done, you'll get what you've always gotten."

– Tony Robbins

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16 	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

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July 2019

"Be where the world is going."

– Beth Comstock

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
30	1	2	3	4 	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

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August 2019

"If your actions inspire others to dream more, learn more, do more and become more, you're a leader."

– John Quincy Adams

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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September 2019

"Inspiration doesn't respond to meeting requests. You can't schedule greatness."

– Jay Baer

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2 	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

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October 2019

"If your dreams don't scare you, they're not big enough."

– Ellen Johnson Sirleaf

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14 	15	16	17	18	19
20	21	22	23	24	25	26
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November 2019

"If you aim at nothing, you will hit it every time."
– Zig Ziglar

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3	4	5	6	7	8	9
10	11 	12	13	14	15	16
17	18	19	20	21	22	35
24	25	26	27	28 	29	30

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December 2019

"Do one thing every day that scares you."

– Eleanor Roosevelt

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14 9
15	16	17	18	19	20	21
22	23	24	25 	26	27	28
29	30	31	1	2	3	4

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About Sheila T. Brann

Sheila T. Brann is an entrepreneur, author, speaker, business owner, and marketing coach. She specializes in Marketing and Strategic Planning and has over 25 years of business-to-business marketing experience. She is the Founder and CEO of KIWI Communications, Inc., a full-service marketing, branding, and public relations consulting firm. She has served in a variety of marketing positions at several for-profit and non-profit companies prior to founding KIWI Communications, Inc. She began her career in the oil industry and worked for several non-profit trade associations and professional societies where she learned the art of public relations, public affairs, and governmental affairs. After she attained a Master of Business Administration degree she worked with Beckman Coulter, a manufacturer of life science and diagnostic instrumentation, in several marketing and communications positions. She left Beckman Coulter in 1999, after 11 years of service, to start KIWI Communications, Inc. out of a need to make a greater impact in the marketing field.



For more information about KIWI Communications, Inc., please visit our website: www.kiwi-comm.com

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Marketing Success Principles

1. **Focus on your target customer.** Ensure you know and understand the customer's needs, desires, and wants. Not only define the customer's demographics but go further and develop a list of psychographics, buying behaviors, and personalities to ensure your messaging is spot on.

2. **Organize, organize, organize.** Use the Marketing Success Planner to keep you on track with your monthly marketing activities. Organizational skills are most important so that you concentrate only on the task at hand and don't get distracted with 100s of other insignificant tasks.

3. **Keep in mind the marketing mix.** Always remember the four P's: Product, Price, Place and Promotion when you are developing your marketing plans. If one of the P's is out of place for your target market, you will not be successful.

4. **Be a disruptor**. Instead of planning the same old tactics year end and year out, be daring and try something new this year. Be bold and then evaluate if you disrupted the market in a good way. Mix it up a bit.

5. **Find your uniqueness**. Your product or service is different from anyone else's in your industry. Define the features, advantages or benefits of your product or service that outsells the competition. Don't be a "me too" company.

6. **Get excited**. You have a unique opportunity to tell the world about your fantastic product or service. And you can only do it in your own unique way. If you are excited, then your customers will be excited. Show your passion about your product or service to the outside world.

7. **Establish yourself as the resident expert**. Be the subject matter expert for your marketing team. Study and analyze data so that you are well-informed about your customers, your products' performance, and the industry you are competing in.

8. **Ensure you have the right tools for the job.** You don't have to spend a lot of money; however, you may need to purchase software or other types of programs to help you capture the information you need. And that goes not only for marketing your product, but marketing yourself. Take some professional development classes, for example.

9. **Revamp your marketing literature.** Educate, differentiate, and communicate why your customers should buy from you and not your competition. Format this information in the best communication vehicles for your audience.

10. **Don't Procrastinate.** Do it now. Don't wait until everything is perfect before you take action. Stay motivated. Marketing can be a journey. Sometimes you have to try something new and see if it works. If it doesn't then regroup and try, try again. Don't be afraid to move forward with your strategies and tactics. You will fail sometimes; but failure can be a beautiful thing in that you learn what works and what doesn't work.

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