



## PIMMS PROCESS

**P**lan  
**I**mplement  
**M**onitor  
**M**anage  
**S**ustain



## PLANNING PRO FORMA

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**PROFESSIONAL INTERNET-FOCUSED BUSINESS MARKETING**

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## Planning 1 - Goals – Be SMART

**PERSONAL GOALS** What do you want out of your business?

**BUSINESS GOALS** How would you like your business to look and operate?

**BUSINESS MARKETING GOALS** How do you want your business to be perceived by your customers and markets?

**MARKETING COMMUNICATION GOALS** What message(s) do you wish to communicate? Who are your target customers/markets? What communication tools do you want to use?

## **Planning 2 – Your Proposition**

**What is your core business proposition?**

**Who are your competitors?**

**How do you differentiate your business from your competitors?**

**Key FEATURES of your proposition**

**Key BENEFITS of your proposition – use the *So What* test**

**Your ELEVATOR PITCH (5-10 Words)**

**Performance demonstration**

Relevant Newsworthy stories

Testimonials

Case Studies

## Planning 3 – Your Target Market(s)

### A People You Know

List sources of data with approximate numbers

DATA SOURCE	APPROX NUMBER	E-mail Addresses?
		Y / N
		Y / N
		Y / N
		Y / N
		Y / N
		Y / N
		Y / N
		Y / N

Note: To use your data for e-mail marketing in session 3 you will need to have the data available in MS Excel or equivalent format

### B People You Don't Know – Market Sectors, Geographic Location, (Business Size?)

Sources of Data I can use:

Lists I can research and build:

Newsletter Sign-ups – Do I have a sign-up facility on my website?

Bought Lists I might consider:

Facebook etc. – Lists which can only be used within the framework of their own Social Medium

How can you best segment your lists to make the most of your proposition?

## **IMPLEMENTATION – Taking your plan and putting it into action – Programme Sessions 2 and 3**

### **1. Implementation action within the scope of the BSA Marketing/Tameside Business Family programme**

#### **SESSION 2** *Get your Proposition, Benefits, New Stories, Case Studies and Testimonials Live on the internet*

- **Develop a WordPress site as a stand alone web presence**
- **Develop a WordPress site and create links with your existing site**
- **Learn more about using and administering your existing WordPress site/blog**

*During Session 2 we will offer you the hands-on opportunity to develop your own web presence/news blog using WordPress.*

*If you already have a WordPress blog we will use session 2 to help you better understand and develop your powerful WordPress Tool*

*To take part in Session 2 you must first complete and register your marketing planning based on the above pro-forma.*

*Your planning can be registered at [www.bsamarketing.com/tbf](http://www.bsamarketing.com/tbf)*

#### **SESSION 3** *Use e-mail to actively communicate with your target audience*

- **Develop and implement a hands-on e-mail marketing programme to your contacts using BSA E-mailworks – the professional e-mail marketing tool**

*To take part in Session 3 you must attend Session 2.*

*To run your e-mail marketing campaign, you must supply your target list of up to 500 contacts with unique e-mail addresses. This list must be in MS Excel or equivalent electronic format. Details will be discussed earlier in the programme*

### **2. Implementation outside the scope of this programme – Actions which are not within the scope of the programme but that you may wish to consider in the medium to long term**

**Further integration with other online and offline communication tools – including Social Media**

**Drive more traffic to your site/proposition using SEO, Sponsored links etc.**

**Wider integration with Direct Marketing. Direct Sales, Advertising etc.**

# MONITOR, MANAGE & SUSTAIN

## Sustaining your marketing – Programme Session 4

*A real weakness of a lot of marketing is that it is not sustained. Effective marketing communication should be an ongoing, integrated function of your business*

*To address this, in Session 4 we take the planning from Session 1 and implementation from sessions 2 and 3 then build them into a structured plan which you can use as a basis for maintaining your marketing presence*

*The key to sustained marketing communication is effective Monitoring and Management to ensure that you get real benefit from your efforts.*

### Monitor

How do we plan to monitor and control the programme?

What KPIs (Key Performance Indicators) do we plan to monitor?

Do we have access to the necessary Analytics tools?

Can we integrate other online activity into our analytics? (E-mail, Advertising, PPC, SEO, Web PR)

### Manage

How often are we going to review progress?

Processes for programme review

Refinement

Tuning the programme to keep it current, live and effective

Ensuring appropriate resources are allocated and committed

### Sustain

**P + I + M + M = Sustain**

Upload your completed **PIMMS** Pro-Forma at [www.bsamarketing.com/tbf](http://www.bsamarketing.com/tbf)