



▶ Marketing Plan Implementation

Does the term “marketing plan implementation” strike a tinge of fear in you? It shouldn't. Marketing plan implementation is turning your well-researched, well-thought out, and well-written marketing plan into action. It's the employee or team-based execution of the day-to-day activities needed to translate the plan from concept into reality.

Want to make the implementation process easier? Try these five steps:

- ▶ **1 Prepare for implementation.** Be thorough in the creation of action plans. A plan should be on paper or other shared format, with the person responsible, roles, responsibilities, and timelines clearly defined. Individuals should be given a copy of the action plan, the opportunity to ask questions, and the resources needed to complete the tasks. The time and effort spent in preparing for implementation will pay for itself many times over by way of a smoother implementation process.
- ▶ **2 Utilize organizational communication channels.** Communicate with employees on the where, when, and why and ask for feedback whenever possible on the implementation processes. Sharing information and asking for input makes people feel valued. When employees feel valued they are much more likely to perform to their best ability. And – you just might uncover vital information you would have missed by ignoring the employee intelligence grapevine.
- ▶ **3 Establish checks along the way.** You spent a considerable amount of time and resources on the creation of the marketing plan. That should be enough, right? Wrong. Like other strategy based documents, a marketing plan is the recommended course of action based on current and projected internal and external conditions. But – as we all know – things change. New product introductions may stall; an expected event could change government regulations and policies; consumer demand could take a nose dive, etc. Keep your marketing plan on track by establishing check points at regular intervals. Is the plan being implemented on time? Is the plan being implemented on budget? Are employees performing as expected? And so on...
- ▶ **4 Embrace change.** We know it's true – the only thing certain is change. Rather than fear change, expect it. Don't be afraid to go to Plan B when needed. If your check system identifies something in the plan that is not working, change it. If a competitor does something unexpected that is not covered in the plan, call a meeting and strategize a response. Remember, the plan is on paper or digital – not engraved in stone. Don't let fear keep you from making the changes needed to celebrate success at the end of the year.
- ▶ **5 Celebrate Successes!** Give credit where credit is due. Keep employees motivated by recognizing individual or group accomplishments via downward communication channels (company wide email or phone message, internal Web site, post-it boards, newsletter, etc.). Celebrate successes at regular intervals (no longer than 6 months apart) to keep motivation levels high. When warranted, give tangible rewards in a public setting. Make sure your plan includes acknowledgment of employees at all levels. When it comes to motivation, a pat on the back goes a long way!

m
a
r
k
e
t
i
n
g

Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

For more information on GMS visit www.GetSizzle.com or to discuss a project and services call 972.978.8197.