
Overview

This standard is about producing a strategy and plan for a particular marketing campaign or activity. It includes establishing objectives that are consistent with the organisation's overall marketing strategy and plan and setting out a realistic budget and identifying resources to deliver a campaign or activity. It also includes producing a strategy and plan to achieve the objectives and agreeing it with decision-makers. It is for marketing professionals who develop strategies and plans for marketing campaigns/activities.

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Develop a strategy and plan for marketing campaigns or activities

Performance criteria

- You must be able to:*
- P1 set objectives that are consistent with the organisation's marketing strategy and plan
 - P2 identify the customer/audience segments at which the campaign or activity is aimed
 - P3 evaluate the trends and behaviour patterns of the target customers/audience and their implications for the campaign or activity
 - P4 set out a realistic budget and identify necessary resources to deliver the campaign or activity
 - P5 assess the strengths and weaknesses of different approaches to achieving the objectives, taking account of potential returns on investment
 - P6 forecast demand and identify contingency plans to deal with variations from the forecast
 - P7 seek advice and guidance from recognised sources of expertise
 - P8 produce a strategy and plan to achieve the objectives, appropriate to the target market
 - P9 set out key performance measures and methods for monitoring and reporting outcomes against the objectives
 - P10 consult with key stakeholders on the strategy and plan, making appropriate amendments in line with feedback
 - P11 agree the strategy and plan with decision-makers

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Knowledge and understanding

You need to know and understand:

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to marketing
- K2 the organisation's existing and potential customer base and their needs and expectations
- K3 how to develop objectives in line with the organisation's overall marketing strategy and plan
- K4 how to identify customer/audience segments
- K5 how to assess strengths and weaknesses of different approaches to achieving the objectives, taking into account the potential returns on investment
- K6 methods of forecasting demand
- K7 how customer trends and behaviour patterns can affect campaigns and activities
- K8 how to develop contingency plans that are capable of addressing variances from forecasts
- K9 sources of expertise that can provide advice and guidance
- K10 how to develop key performance measures and monitoring and reporting arrangements

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Developed by	Skills CFA
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Originating organisation	Skills CFA
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