



*The Little Acre*

STRATEGIC CREATIVE STUDIO

MARKETING STRATEGY  
WORKSHOP PROPOSAL

Thank you for considering The Little Acre to assist you in your marketing planning endeavors.

We understand the importance of crafting a strategic marketing plan tailored to your business's unique needs and objectives.

With our expertise and dedication, we aim to help you achieve your marketing goals effectively.

### Objectives:

The primary objective of the Marketing Planning Day is to collaboratively develop a comprehensive marketing strategy that aligns with your business objectives. Throughout the workshop, we will focus on:

- Identifying target audience(s) and consumer personas
- Assessing current marketing efforts and their effectiveness
- Brainstorming creative marketing initiatives
- Establishing clear and measurable goals
- Formulating actionable strategies and tactics
- Allocating resources efficiently
- Creating a timeline for implementation
- Developing methods for tracking and evaluating success metrics

### Deliverables:

- Custom Questionnaire sent ahead of time to gather pertinent information about your business and objectives
- Comprehensive Marketing Plan outlining strategies, tactics, timelines, and budget allocations
- Action Points summarizing key decisions and responsibilities agreed upon during the workshop
- Detailed marketing plan & schedule for 3 months following session (full-day session only)

### Agenda:

#### Half-day session (typically 1-3 Employees):

- Introduction to Marketing Planning
- Review of Custom Questionnaire Responses
- Target Audience Identification and Persona Development
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Strategy Formulation: Positioning, Messaging, Channels
- Action Planning and Allocation of Responsibilities
- Q&A and Closing Remarks

#### Full-day session (typically 4+ Employees/Stakeholders):

- Review of Custom Questionnaire Responses
- Target Audience Identification and Persona Development
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Extended Exploration of Key Concepts
- In-depth Analysis of Current Marketing Efforts
- Strategy Formulation: Positioning, Messaging, Channels
- Group Brainstorming Sessions for Creative Campaign Ideas
- Development of Detailed Action Plans with Timelines
- Resource Allocation and Budgeting Exercise
- Implementation of Measurement and Evaluation Frameworks
- Final Review and Next Steps

#### Multi-day session:

- Same as above, tailored to accommodate larger groups and ensure comprehensive engagement

### Follow-up:

After three months, we offer the option for a follow-up planning day to review progress, reassess goals, and refine strategies as necessary.

This ensures that your marketing efforts stay on track and continue to yield positive results.

### Investment:

Half-day session: \$750 + GST

Full-day session: \$1400 + GST

Multi-day sessions: Quote on request to fit your custom needs and requirements

### Next Steps:

To proceed with organizing the planning session or if you have any further inquiries, please feel free to contact Liora Pine at The Little Acre:

Liora Pine  
The Little Acre  
Phone: 021 808 464  
Email: [hello@thelittleacre.co.nz](mailto:hello@thelittleacre.co.nz)

We look forward to the opportunity to collaborate with you and contribute to the growth and success of your business through strategic marketing planning.

Should you have any questions or require further information, please feel free to reach out to us at your convenience.



DOCUMENT PREPARED BY:



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[www.thelittleacre.co.nz](http://www.thelittleacre.co.nz) | 021 808 464 | [hello@thelittleacre.co.nz](mailto:hello@thelittleacre.co.nz)