

Marketing Plan Template

Introduction

A SMART marketing plan helps you develop a strategy and pick tactics to reach prospects and turn clients into referral advocates.

S

Select:

Define the ideal client you want to work with.

M

Market:

Choose how and where to connect with them.

A

Affiliate:

Identify topics and generate content they'll find valuable.

R

Respond:

Create a service and communication plan for clients, prospects and your wider audience.

T

Trigger:

Generate referrals from top clients and Centres of Influence (COIs).

Select

Outline the specific traits you look for in clients. This will help you decide how and where to reach your audience.

Pre-filled text in the tables are examples.

Identify the client characteristics you feel bring the most value to your business:

Objective <i>(i.e., wealth, occupation)</i>	Subjective <i>(i.e., decision making, values)</i>	Disqualifying <i>(i.e., what traits wouldn't align with your business practice?)</i>
<i>Business owner</i>	<i>Philanthropic</i>	<i>Slow to return calls</i>
<i>\$1 million in investable assets</i>	<i>Strong financial knowledge</i>	<i>Argumentative</i>

Market

Now that you know who you want to reach, it's time to get their attention.

1. Reach clients with tactics

Reach new and existing clients with marketing tactics. Each tactic should have a purpose and frequency that match clients' needs.

Use multiple tactics to reach more clients. Tactics can include:

- Video business card
- Do-it-yourself videos
- Social media
- Webinars
- Seminars
- Articles
- Podcasts
- Blog posts
- Media features
- Advertisement
- Sponsorships
- E-newsletters
- Professional photos
- Websites
- Client appreciation

Plan out your tactics:

Tactic	Purpose	Frequency	Comments
<i>Video business card</i>	<i>Introduce your team's value proposition</i>	<i>1 video</i>	<i>Work with professional videographer</i>
<i>Webinars</i>	<i>Education, prospecting</i>	<i>1 per quarter</i>	<i>Partner with COIs</i>
<i>Update website</i>	<i>Bring refreshed brand to life</i>	<i>Once</i>	<i>Work with professional website designer</i>

2. Deploy tactics through channels

Reach clients through different communication channels. Use your ideal client profile to help you pick which ones to invest in.

- Advisor-run channels: Self-created, like marketing emails or direct mail ads*
- Social media channels: LinkedIn, Twitter, Instagram, YouTube, etc.
- Client-specific channels: Community, industry or occupation-specific associations, or news outlets

What channels are your ideal clients tuned into? Which ones would interest them most?

Advisor-run channels	Social media channels	Client-specific channels
<i>Email</i>	<i>LinkedIn</i>	<i>Professional societies</i>
<i>Direct mail</i>	<i>Facebook</i>	<i>Business groups</i>
<i>Webinars</i>	<i>Twitter</i>	<i>Associations</i>
<i>In-person events</i>	<i>Instagram</i>	
	<i>YouTube</i>	
	<i>WeChat</i>	

* Always respect your CASL obligations.

3. Keep the attention of prospects

Turn one touchpoint into a relationship you can nurture. Map out the tools you can use to encourage clients and prospects to subscribe to your channels. Choose from the list below, or add your own.

Communication channel	Strategies to get subscribers
E-newsletter	<p><i>Offer new subscribers a high-value resource (i.e., checklist, guide, article, video, etc.). Promote this resource in all your communication channels.</i></p> <p><i>Link out to articles from your e-newsletter on LinkedIn and encourage people to subscribe for more content.</i></p> <p><i>Include a call-to-action to share your e-newsletter with friends and family who may benefit from this information.</i></p>
LinkedIn	<p><i>Include a call-to-action on posts for people to connect with you on LinkedIn.</i></p> <p><i>Proactively connect with centres of influence (COIs) and Clients on LinkedIn.</i></p>
Webinars	<p><i>Encourage COIs and clients to invite members of their networks to your webinars.</i></p> <p><i>Promote webinars on LinkedIn, in your e-newsletter and on your website.</i></p> <p><i>Invite registrants to subscribe to your e-newsletter during the sign-up process.</i></p>

MARKETING TIP:

Current clients and COIs make great referral advocates. Read the Triggering section for tips on how to engage them and generate prospects.

Communication channel	Strategies to get subscribers

4. Measure performance with data

Outline how you'll measure marketing performance for different channels and tactics. Set goals, track results and determine which channels perform best with your target audience.

In financial services, emails have an average click through rate of 7%, and an average open rate of 23%.¹

Tactic/channel	Purpose	Key performance indicators (KPIs)	Actual results	Performing well?
E-newsletter	- Generate leads	- 5 new subscribers/month	- 4 subscribers/month	Yes
LinkedIn	- Stay top of mind	- 5 posts/month - 20 views/post - 20 reactions/post	- 1 post/month - 10 views/post - 5 reactions/post	No
Webinar	- Generate leads - Build brand	- 50 registrants/webinar - 30 attendees/webinar - 5 follow-up meetings/webinar	- 49 registrants/webinar - 32 attendees/webinar - 8 follow-up meetings/webinar	Yes

¹ <https://blog.hubspot.com/sales/average-email-open-rate-benchmark>

Tactic/ channel	Purpose	Key performance indicators (KPIs)	Actual results	Performing well?

Affiliate

Nurture your relationships by sharing engaging content through your different tactics and channels.

1. Pick topics to engage your ideal clients

Now that you know who you're trying to reach and how to reach them, generate content on topics that will engage your audience.

Identify topics based on their common challenges, aspirations and preferences.

Build trust online by building personal connections. Educate clients on new topics, add humour and share parts of your personal life.

<p>Challenges</p> <p><i>What keeps them up at night? What problems might they face?</i></p>	<p><i>- Managing growing costs of benefits for employees</i></p>
<p>Aspirations</p> <p><i>What are they working towards? What do they want out of life?</i></p>	<p><i>- Contributing financially to causes they care about</i></p>
<p>Preferences</p> <p><i>How do they like to work and communicate? Are they numbers or emotion-driven? Do they have specific vocabulary they use?</i></p>	<p><i>- Analytical, direct communicators</i></p>
<p>Other</p>	

2. Connect content to your brand differentiators

Share content that aligns with your brand to help your audience get to know you and your business values. Show clients how your value proposition, team and personal interest are a good fit with their needs and expectations.

Value Proposition	Team	Personal
<i>Diverse team</i>	<i>Detail-oriented</i>	<i>Juggling family priorities</i>

3. Create your content library

Your content library is all the content you've selected or created to share. It's populated with those topics important to your audience.

Build your library out using the following categories. This will make it easy to publish content regularly. Record the KPIs in this table to see which topics, tactics and channels perform best.

Include a link to where the content is saved in your library to help you locate it quickly.

Topic	Tactic(s)	Channel	Description	CTA	Publish date	KPIs
<i>Importance of a will</i>	<i>Article</i>	<i>LinkedIn, Newsletter</i>	<i>This interview with a recent widow really impacted me because the situation could have been avoided if the right planning had been in place. If you're worried about your own estate plans, please don't wait to reach out. I'd be happy to help you make sure your family will be taken care of.</i>	<i>Book a meeting</i>	<i>April 15,</i>	<i># of views # of likes</i>
<i>Ways to give back to charity</i>	<i>Video</i>	<i>LinkedIn, YouTube</i>	<i>Watch this series on different ways to support charities.</i>	<i>Connect and subscribe</i>	<i>1 per month March – June</i>	<i># of views # of subscribes</i>

Topic	Tactic(s)	Channel	Description	CTA	Publish date	KPIs

Respond

Once you've mapped out your tactics, channels and content, be sure to respond to clients, prospects and your growing audience with the right number of touchpoints. Take a two-part approach to touchpoints through service delivery and communication.

1. Nurture your relationships with a service model

Review your client service model and consider if your service offering reflects your brand, as well as the needs and interests of clients.

2. Deliver your marketing messages with a communication plan

Your content library is what you have to share. Your communication plan is when, where and how you put your message out. Add your communication plan into your service model so you can verify that the highest value segments receive the most touchpoints.

Here's a combined service model and communication plan that highlights where touchpoints and communications intersect different audiences.

Frequency	Tactic	Target audience						Responsible	Budget
		AA	A	B	C	Prospects	Public		
Service									
Monthly	Performance update	X						Lead advisor	\$0
Quarterly	Plan review	X	X					Lead advisor	\$0
Annual	Plan review			X				Licensed associate	\$0
Annual	Phone call				X			Assistant	\$0
Communication									
Monthly	LinkedIn post	X	X	X	X	X	X	MA - Derek	\$0
Monthly	Newsletter							MA - Derek	\$0
Quarterly	Video update (email & LinkedIn)	X	X	X	X	X		MA - Derek	\$0
Annual	Family day event	X	X			X		Outsource	\$2,000
Annual touchpoints		33	21	20	17	16	12	Total budget	

Frequency	Tactic	Target audience						Responsible	Budget
		AA	A	B	C	Prospects	Public		
Service									
Annual touchpoints								Total budget	

Trigger

Everything you've done to communicate with and serve clients prepares them to become referral advocates. Consider who you plan to ask for a referral from this year. Everyone on your team should know who your top referral sources are so they can give them the right attention.

Keep a record your team can leverage:

Client/Centre of influence	Reason to ask for referrals	Date last asked	Referrals so far	Comments
<i>Julio Salvador</i> <i>*Fictitious example</i>	<i>Large professional network</i>	<i>March 5</i>	<i>Amelia Parent</i>	<i>Amelia is Julio's wife's business partner</i>

Put the plan into action

Now that you've got a strategic plan for marketing, it's time to put it into action.

Task	Date	Responsible
<p>Start executing your plan</p> <p>Identify three actions to take within the next month to execute your marketing plan. Assign an owner to each action.</p> <ol style="list-style-type: none"> 1. 2. 3. 	<ol style="list-style-type: none"> 1. 2. 3. 	<ol style="list-style-type: none"> 1. 2. 3.
<p><i>Review your marketing plan monthly</i></p> <p>Go over your marketing plan to monitor your progress.</p> <ol style="list-style-type: none"> 1. Service and communication plan: have you been doing what you planned to do at the right frequency? Are you on budget? 2. Content library: what content or channels perform the best? What hasn't worked as well as you had hoped? What changes should be considered? 3. Triggering referrals: which clients have you asked? Have you followed up with the referred? Who will you ask next? 		
<p><i>Grow your content library</i></p> <p>Add articles or content ideas related to your Affiliating topics to the content library. This makes it easy to find new or relevant content for your next tactic.</p>		
<p><i>Update your plan</i></p> <p>Keep track of the communications you've sent and their results. Measure marketing performance and success to identify what content or channels perform the best. Use the data to update your plan in your business planning sessions.</p>		

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