



Contents

Why Plan?.....	9
The Process	10
Interesting and useful references.....	11
Step One - You and the Imaging Market.....	12
• An overview of the photo industry	
• Calculate the photo demand potential for your market	
• Three ways you can validate the model and your numbers	
• Conduct an audit of your marketing mix	
• Prioritise your business goals	
Step Two - Focussing on Financial Performance and Competitive Positioning.....	20
• Your financial forecast for the next 12 months	
• Integrate the financial goals with your business strategy	
• Focusing on your Strategic Direction	
• Competitively positioning your store	
• Decide how you will measure success	
• Learning and Improving	
Step Three - Your market and your customers.....	30
• The Case for Building, Using and Analysing your Data	
• Grow your profits through and with your customers	
• The role for market and customer research	
• The case for being a multi-channel retailer	
• How's your image?	
• Identify your Customer Touch Points	
• Bringing it all together	
Step Four - Implementing your communications.....	41
• Developing your communications objectives	
• Understand the different segments and audiences that make up your market opportunity	
• Get more ideas by brainstorming your tactics	
• The Media	
• Briefing guidelines	
• Designing your offers	
• Complete your promotional plans	
• Creating and producing your communications materials	
• Stay flexible and close to your market	
Parting Thoughts.....	54
• Re-orienting and re-positioning your business through <i>Mindset + Marketing</i> : the new formula for successful growth	
• The consumer potential that awaits you	
• Be explicit about what you really want	
• Only you can choose to change	
Need some help?.....	60