



**PLANNING  
MARKETING STRATEGY  
AND PREPARATION OF AN ACTION PLAN**



# Marketing Strategy Planning

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Marketing strategy planning consists of 4 main parts.

- 1) Targeting & Positioning
- 2) Defining the 4P/7P Marketing Strategy
- 3) Digital Marketing Strategy
- 4) Setting KPIs (Achievement Indicators)

# Targeting & Positioning

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The question must be answered.....

- Who are the main customer groups?
- What value will our business provide?
- How do you want your customers to feel about your brand?

## Positioning Statement

**Example Positioning:** "Healthy Café is a healthy cold brew shop at an affordable price for students and young people who want to take care of their health every day."

# 4P/7P Marketing Strategy

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## 4P Strategy (Goods)

- ❖ **Product** – Main Product Point of Sale Features
- ❖ **Price** – Price Strategy, Discount, Redemption, Giveaway
- ❖ **Place** – Distribution Channels (Store, Online, Delivery)
- ❖ **Promotion** – Communication Digital Marketing Campaigns

## 7P Strategy (SERVICE) 4p+3P

- ❖ **People** – Service Providers Employee
- ❖ **Process** – Service Process
- ❖ **Physical Evidence** – Atmosphere/Image/Packaging

# Digital Marketing Strategy

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- ❖ Using Facebook / IG / TikTok
- ❖ Online Advertising (Ads)
- ❖ Content Marketing
- ❖ Creating reviews and influencers
- ❖ Using Line OA/Earning System

# Achievement Indicators (KPI)

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It refers to a tool used to measure performance or achievement by comparing it to a set goal or standard, usually in the form of a clear number.

## Example KPI:

- Weekly sales
- Number of new customers
- Number of Page followers
- Repeat Purchase Rate

# Operations Plan

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The preparation of the action plan must answer the following questions:

- What
- Who
- When
- How
- Resources

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First step:

Workflow

Second stage :

Resources Planning

Third stage:

Action Plan & Timeline

Final:

Risk Management

# Workflow

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## Example:

- Raw Material Sourcing
- Produce Products
- Quality Inspection
- Distribution
- Marketing
- After-sales Service

# Resources Planning

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- ❖ Ingredients
- ❖ Equipment/Tools
- ❖ Employees
- ❖ Budget
- ❖ Technology

# Action Plan & Timeline

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## Gantt Chart Clarity

- ❖ Jobs
- ❖ Responsible Person
- ❖ Duration
- ❖ Goals

# Risk Management

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- ❖ Raw materials are lacking: have backup suppliers.
- ❖ Sales did not reach the target: Adjust Promotions/Shoot Ads.
- ❖ Negative Reviews: There is an immediate correction team.

# Example: Marketing Strategy Planning: Healthy Café — Healthy Cold-Pressed Juice

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## Targeting & Positioning

### Target Market:

- Students and workers in universities
- Age 18–32
- Want a healthy drink, low calorie.

### Positioning Statement:

"Healthy Café provides fresh, healthy, delicious, and affordable cold pressed drinks for the younger generation who are serious about health."



# กลยุทธ์ 4P

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## P1: Product Strategy

- Cold Pressed Juice for Fruits and Vegetables 12 Recipes
- Highlight "No sugar" / "100% natural"
- The packaging is eco-friendly glass.
- Seasonal menus are added every month.



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## P2: Price Strategy

- Price 59–79 Baht
- Weekly Promotion Set
- Promotion Buy 5 cups get 1 free



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### P3: Place Strategy

- Campus storefront
- Delivery via Grab / LINEMAN
- Online Channels (Facebook Shop)



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## P4: Promotion Strategy

- Health content on TikTok
- Influencer Student Reviews
- "Healthy in 7 Days" Campaign
- Pro 1 Get 1 Free Every Friday
- Use Line OA to notify promotions

# Digital Marketing

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## Platform:

- **TikTok:** Weight Loss Menu Content, Live
- **Facebook:** Customer Reviews & Shop Pages
- **IG:** Beautiful product images
- **LINE OA:** Reward System

## Ads:

- Budget 2,000 Baht/month
- Target audience: 18–30 years old, University area
- Objective: Increase store traffic + shoot promotions



# KPI

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List	Target Value
Daily sales	,500 THB
TikTok Followers	TikTok Followers
New Customers	50 persons/month
Repeat Purchase Rate	Repurchase Badge $\geq$ 25%



# Operations Plan

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## Workflow

- ❖ Order raw materials from farmers every Monday – Friday
- ❖ Prepare the mixture and extract it every morning.
- ❖ Open 09.00–18.00 Hrs.
- ❖ Live sales on TikTok every Thursday
- ❖ Daily Closing/Financial Report Submission



# Resources

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Category	Detail
Ingredients	Fresh fruits and vegetables, ice, eco-friendly glass.
Equipment	2 Cold Pressing Machines, Refrigerator
Personnel	2 employees + shopkeeper
Technology	POS, TikTok Shop, LINE OA
Marketing Statement	2,000 Baht/Month



# Action Plan (Monthly Plan)

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## Month 1: Store Launch

Jobs	Responsible Person	Duration	Results
○ Product Photography	Marketing Team	Week 1	20 sets of post photos
○ Make a store page	owner	Week 1	open sales channel
○ Opening Advertisement	Marketing Team	Week 2–4	200 New Customers



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## Month 2: Increase sales

Jobs	Responsible Person	Duration	Results
○ TikTok 4 times	Owner/Team	Every week	Add 500 followers
○ Pro 1 Get 1 Free	Team	Week 2	20% more sales



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### Month 3: Develop a loyal customer system

Jobs	Responsible Person	Duration	Results
○ Turn on the point accumulation system	Admin	Week 1	25% more loyal-customers
○ New menu	Owner	Week 3	Increase sales of-new menus



# Risk Management

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## Risks

- Raw materials are in short supply
- Sales Fall
- Negative Review
- Employee resignation

## Effects

- Product quality is not stable
- Revenue decreases
- Affecting the image
- Service Delay

## How to prevent

- Alternate suppliers available
- Add Pro/Shoot Ads
- Quick reply Solve problems for customers
- Training for reserve employees

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**End of lecture**