

## **A 5x5 Matrix Can Help You Develop 2006 Marketing Plan**

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Autumn is in the air and with the falling leaves comes most organization's marketing planning cycle for 2006. Many companies take the same formula – and in some cases, the same outline – that has been used in previous years. Change the product or service names, update the dates, increase the budget and the plan is done.

We recommend utilizing a 5x5 matrix to identify your key audiences (potential customers) and outline initiatives you can undertake to address and market directly to those audiences.

Starting with a clean sheet of paper, identify five essential audiences to whom you'd like to market your product or service and write them along the left-hand side of the page. The more specific you are (e.g. "women ages 25-40"), the more effectively your programs can be targeted.

Across the top of the matrix, identify five general marketing activities your organization can or should do. Some examples might include sponsorships, media relations, direct mail, advertising, joint marketing, special events, etc.

Now, fill in the blanks where the audiences and marketing activities intersect. For example, what sponsorships should you consider when marketing to women ages 25-40? Or, what events can you develop for specifically this group? Conduct this with each audience you've identified.

While you will need additional meat to your marketing plan than just this matrix, it's an excellent starting point and it will lead you and your organization to think outside of the box and outside of the previous ways you've planned.