
Overview

This standard is about developing strategies and plans for marketing campaigns and activities. You evaluate customer trends and behaviour patterns. You set objectives and budgets that are consistent with the organisation's overall marketing strategies. You plan and define a realistic budget and identify resources to deliver marketing campaigns and activities. You also produce strategies and plans to achieve the objectives and agree these with decision-makers. The standard is for marketing professionals who develop strategies and plans for marketing campaigns and activities.

Performance criteria

You must be able to:

1. set objectives that are consistent with the organisation's marketing strategies and plans
2. identify the customer or audience segments at which the campaigns and activities are aimed
3. define key performance measures for marketing campaigns and activities
4. evaluate the trends and behaviour patterns of the target customers or audience and their implications for the campaigns and activities
5. define realistic budgets for campaigns and activities
6. identify the resources required to deliver the campaigns and activities
7. assess the strengths and weaknesses of different approaches to achieving objectives, taking account of potential returns on investment
8. forecast demands for products or services
9. develop contingency plans to deal with variations from the forecasts
10. seek advice and guidance on your forecasts from internal and external sources of expertise
11. produce strategies and plans to achieve objectives, aligned to the target markets
12. outline methods for monitoring and reporting outcomes against the objectives
13. consult with stakeholders on the strategies and plans
14. amend the strategies and plans in accordance with feedback
15. agree the strategies and plans with decision-makers
16. follow the current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to developing marketing strategies and plans

Knowledge and understanding

You need to know and understand:

1. the organisation's existing and potential customer base and their needs and expectations
2. how to develop objectives in accordance with the organisation's overall marketing strategy and plan
3. the key performance measures for marketing campaigns and activities
4. how customer trends and behaviour patterns can affect campaigns and activities
5. how to identify customer or audience segments for the organisation's products or services
6. how to assess strengths and weaknesses of different approaches to achieving the objectives, considering the potential returns on investment (ROI)
7. the different methods of forecasting demand for products or services
8. how to develop contingency plans to address variances from forecasts
9. the internal and external sources of expertise that can provide advice and guidance and how to access them
10. the importance of monitoring and reporting on outcomes following organisational guidelines
11. the ways that stakeholders can be consulted and the benefits of each approach
12. how to develop key performance measures and monitoring and reporting arrangements
13. the importance of consulting with stakeholders about your strategies and plans
14. how to amend strategies and plans in accordance with the feedback received
15. the current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to marketing

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