

# Wiki marketing plans: preparing to succeed in business

Having a clear marketing plan is fundamental if your company is to succeed. It is said that “if you don’t have a plan then you are condemned to be part of someone else’s”. But planning ahead and setting a clear direction as a management team is not enough...

It is essential that your marketing plan is well understood within your organisation so that it can be implemented effectively and help you outperform your competitors.

Sharing your marketing plan on a wiki-based intranet is an excellent way to do this. A wiki is a password-protected website which allows you to add or alter content. This technology has been used to create Wikipedia, the online encyclopaedia, and the same technology can be used to create a wiki marketing plan. It delivers four big benefits:

**A structured approach** As anyone who watches the BBC television programme, *Dragons’ Den*, will know, a thorough understanding of your market and how you fit into it is absolutely critical to your success. A wiki will help you to

develop a detailed market strategy in a structured way and store it in one place. The inclusive nature of the marketing plan means that everyone becomes involved in implementing it and staying ahead of the competition.

**Continuous improvement** Staff on the marketing front line can easily amend relevant sections of a wiki marketing plan, which means it is always up to date. This ensures your business is always aware of the latest developments, opportunities and threats in the market. This input acts as support material for future planning cycles, creating a feedback loop for monitoring and improving business performance.

**A single, up-to-date source of information** The wiki marketing

plan acts as a repository for all your marketing materials, which improves efficiency as staff know exactly where to look for customer facing material.

This makes it far easier to communicate with customers, suppliers and key stakeholders in a consistent manner and provides your whole company with access to the latest PR plan, the event calendar, product collateral and more. The information can be accessed securely from anywhere there is an internet connection (even via a smartphone).

**The power of social networking** Using a wiki helps your organisation tap into the power of social networking. Users of the wiki can register to receive email updates, informing them of changes made

to specific pages or even the entire marketing plan. Just as updates from Facebook or LinkedIn encourage you to visit the site and add your latest information, the updates from the wiki marketing plan drive the same behaviours.

Many companies don’t have a marketing plan. But even if you have a marketing plan on your company intranet you will see additional benefits by moving to a wiki version. We have been using a wiki marketing plan for two years in our company and we would strongly recommend it to others. We passionately want other British companies to improve their marketing capability and we would be pleased to share our experience with you. **AB**

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