

MEDIA RELEASE

Marketing plan software puts control in the hands of small business owners

Innovative new small business app, Plan Lab, allows small business owners to create a marketing plan tailored for their business

Australia, 30 August 2012 – An innovative new app, [Plan Lab](#), guides small business owners through the process of creating their own marketing plans while learning valuable marketing skills. The cloud-based tool provides case studies of successful small businesses, practical exercises, advice, and templates to help the user develop a marketing plan tailored to their small business.

Launching today, Plan Lab was created by Mike Halligan, owner of small business marketing agency, Engage Marketing, to fill an obvious need. “Until now, marketing plan software has not been truly designed with small businesses in mind. Small businesses need affordable and up-to-date assistance that they can easily access online, with no gimmicks or cross-promotions,” he said.

“Because Plan Lab was created by a small business marketing agency, the app takes into account the unique needs and challenges these businesses face. With experience gained from developing thousands of marketing plans for clients – and rewriting many bad marketing plans – we spent two years creating Plan Lab to empower business owners and aspiring marketers to create their own marketing plans while learning essential marketing skills.”

The software guides small business owners through questions and exercises to learn important marketing skills for their business, and at the end of the process they will have a complete marketing plan available for their constant reference and ready to share with business partners, potential investors and new staff.

Because it is based in the cloud, users receive regular free updates to advice, allowing them to stay up to date with new trends and tactics, including the latest in social media marketing. Plan Lab also contains a constantly updated library of inspiring examples from leading small businesses around the world that demonstrate the marketing advice in action.

Most beta users reported that they had previously found themselves in a time-consuming process of guessing and Googling various aspects of their marketing plan, deciding between conflicting and outdated advice. With Plan Lab, they were



able to write a marketing plan far more easily and effectively, spending an estimated average of 38% less time than using traditional methods.

“We all know that a marketing plan is vital to small business, but the process of creating one can be overwhelming and even impossible for a business owner if they have never created one before or don’t have marketing knowledge,” said Mike Halligan.

“Statistics show that most small businesses do not have a dedicated marketing person on their team, in fact 62.7% do not employ any staff at all. Therefore, small business owners need to be given the tools to market their businesses, especially if they cannot afford to outsource the development of their marketing plan. With many small businesses unable to afford to outsource the development of their marketing plan, Plan Lab makes marketing possible for business owners, so they can compete and grow,” explained Mike.

Plan Lab will be available for purchase on August 30, 2012 for \$139 at <http://www.getplanlab.com>.

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Media contact:

Phoebe Netto, Good Business Consulting
phoebe@goodbusiness.net.au
0401-036-610, twitter: @Phoebe_Netto

About Plan Lab

Plan Lab is an online app designed to help small business owners learn about marketing while they create a powerful marketing plan. Plan Lab uses the power of the cloud to deliver the latest marketing advice to small business owners while they create their own tailored marketing plan. Users can log in at work or at home and start creating a marketing strategy guided by advice from Engage Marketing. Plan Lab shows users what questions need to be answered, guides them through answering each question and lets them save and share their marketing plan at the end – ready for business partners, potential investors and new staff.

About Mike Halligan



One of the marketing industry's rising stars, Michael Halligan delivers innovation and energy in spades as he sets about creating marketing strategies for his clients. Michael co-founded Engage Marketing in 2009 during his studies as part of RMIT University's prestigious 'Entrepreneurship' program. Engage Marketing, under Michael's co-direction, employs 'guerrilla marketing' tactics; low cost, creative ideas that generate massive returns. A firm believer in work/life balance, Michael is dedicated to help small businesses succeed and grow.