



Marketing Plan

Before/Prospect

1. MY TARGET MARKET

Who do you serve? Is it a specific industry? Is it a type of person? The key here is to be specific. A good way to do this is to answer the question, “What is the main problem you solve?” The people who have that problem are your target market

2. MESSAGE TO MY TARGET MARKET

Your business is about your customers so you need to make sure your message is about your customers. Don't get caught in the trap of talking about yourself. Set your customers up as the hero and show them how you help them solve their problems.

3. MEDIA TO USE TO REACH TARGET MARKET

This is where you use implement your message to your target market. What will you use to reach them? Your website is the central hub so that should get your primary attention. Then you need to decide if you will run ads and where. Will you create content? Send email?

4. MY LEAD CAPTURE SYSTEM

The best way to grow a business is to have a constant supply of leads. For most businesses the problem is not a lack of business, it is a lack of leads. In order to capture leads you need to have the tools, assets, and processes in place to capture leads. What is your system?

5. MY LEAD NURTURE SYSTEM

Not everyone who visits your website, downloads your lead generator, or contacts your business is ready to buy. You need to have a way to build a relationship with them so that when they are ready you are their choice. Defining this process and automating it can get your business off the revenue roller coaster.

6. MY SALES CONVERSION STRATEGY

How do you convert your leads into customers? For a lot of businesses this is just a process of collecting money but it should be more than that. You've spent all this time and effort building the relationship don't let potential clients fall off here.

During/Lead

After/Customer

7. HOW DO I DELIVER A WORLD CLASS EXPERIENCE?

We all say we deliver great customer service but do you really? How do you know your employees are delivering on that promise? The best way to ensure a great experience for your customers is to have a defined process.

8. HOW DO I INCREASE CUSTOMER LIFETIME VALUE?

Now that they are your customer what else can you provide that would be valuable to the customer and create more revenue for your business? It is easier to sell to an existing customer than it is to find a new customer.

9. HOW DO I ORCHESTRATE AND STIMULATE REFERRALS?

The fact that they are your customer means they are your target market. They likely know others in your target market. So what is your process for getting your customers, who have just had a world class experience, to refer you to others?

MY 1-PAGE MARKETING PLAN

	MY TARGET MARKET	MESSAGE TO TARGET MARKET	MEDIA TO USE TO REACH TARGET MARKET
BEFORE (PROSPECT)			
DURING (LEAD)	MY LEAD CAPTURE SYSTEM	MY LEAD NURTURING SYSTEM	MY SALES CONVERSION STRATEGY
AFTER (CUSTOMER)	HOW I DELIVER A WORLD CLASS EXPERIENCE	HOW I INCREASE CUSTOMER LIFETIME VALUE	HOW I ORCHESTRATE AND STIMULATE REFERRALS