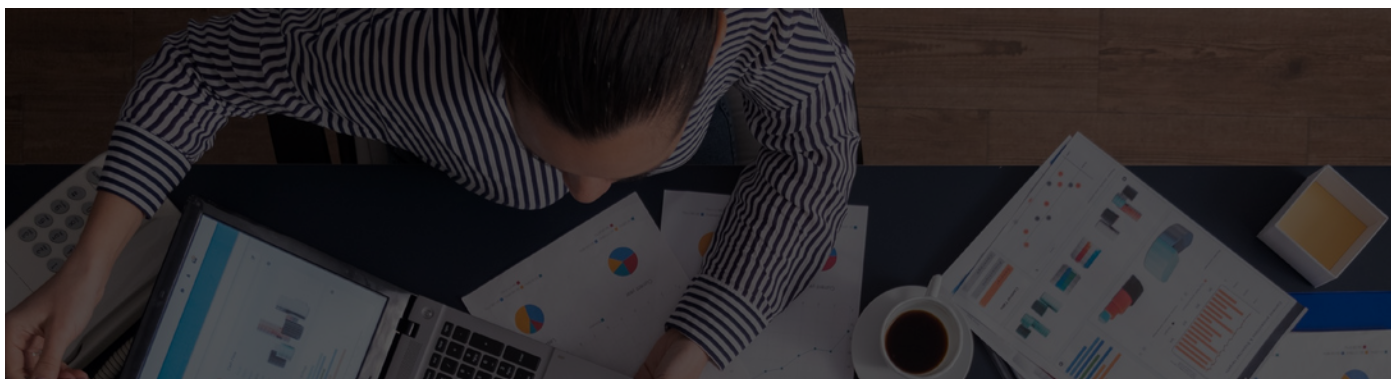


# MY

## MARKETING PLAN

This One Page Marketing Plan is designed to assist small business owners in planning and executing their marketing strategy in a clear and structured manner. The plan is divided into nine essential elements, guiding you in defining your marketing goals, understanding your target audience, and creating an effective marketing strategy.





## How to use this document:



### Overview Page

On the first page of this document, you will find a summary of the nine elements of the marketing plan, each with a brief explanation. This provides an overview of what to expect in each section.



### Instruction and Tips

On the second page of this document, you will find detailed instructions and tips for each of the nine elements of the marketing plan. These instructions assist you in filling out the information and provide valuable insights and suggestions to enhance your marketing strategy.



### Let's get started

On the third page of this document, space has been provided for your own notes and customized text. Here, you can input information specific to your company and marketing goals. Utilize this page to make your marketing plan concrete and tailor it to your unique situation.

This One Page Marketing Plan is a valuable tool to structure and optimize your marketing strategy. Follow the instructions and input information to gain a clear understanding of your market, target audience, and marketing message. Based on this, you can develop effective marketing channels, sales follow-ups, and loyalty strategies. The aim is to assist your business in growing and achieving success in your industry.

**Just get started, you'll be amazing!**



## STRATEGY

1

### My Market

This refers to the specific sector or industry in which you aim to operate. For instance, consider the fashion industry, the food sector, or the technology industry. Determine which market is most relevant to your product or service.

2

### My Target Audience

Who are the specific individuals you want to reach? Consider demographics such as age, gender, location, and interests. Defining your target audience ensures that you can focus your marketing and sales efforts on those who are most likely to be interested in what you have to offer.

3

### My Customer Journey

These are the various touchpoints where a customer can come into contact with your brand. Think of advertisements, website visits, store visits, customer service, etc. Ensure that the experience at each of these touchpoints is consistent and positive.



## MARKETING

1

### My Value Proposition

What is the unique value or advantage that your product or service provides? Why should customers choose you over a competitor? This proposition should be clear and concise, highlighting the core value of your offering.

2

### My Message

This is how you communicate your proposition to your target audience. What language, tone, and words do you use to convey your value? It should resonate with your target audience.

3

### My Channels

Through which platforms or media will you distribute your message? These can include social media, traditional media, email marketing, events, etc. Choose channels where your target audience is active.



## SALES

1

### Follow-up

When potential customers show interest in your offering, how do you proceed? Do you have a system to track these leads and convert them into customers?

2

### Conversion

This is about the process where a potential customer actually becomes a customer. What steps do they need to take to make a purchase? How can you make this process as simple and appealing as possible?

3

### Loyalty

Develop strategies to retain customers. Consider loyalty programs, provide excellent customer service, and stay in regular contact.



## STRATEGY

1

### My Market

**Instruction:** Who are your direct competitors? What are their strengths? Are there important trends?

**Tip:** Conduct a Google Search and see which companies rank high for the keywords that match your business and your products or services.

**Action:** Conduct market research or consult recent industry reports to gain insight into current trends and developments.

2

### My Target Audience

**Instruction:** What is your ideal customer profile? Why do they need your product or service?

**Tip:** Also, look at your current customers.

**Action:** Conduct surveys or focus groups among customers and potential customers to understand their needs and preferences.

3

## My Customer Journey

**Instruction:** Identify all points at which a customer can come into contact with your brand. Ensure a positive and consistent experience at each touchpoint.

**Tip:** Identify the task your customer wants to accomplish (seeking contact, requesting a quote, finding product information). Check if it's easy to do on your website.

**Action:** Map out the customer journey to identify all touchpoints.



# MARKETING

1

## My Value Proposition

**Instruction:** How does your service or product meet the customer's desires? What sets you apart?

**Tip:** Put yourself in the customer's shoes.

**Action:** Describe the problems and needs your customer has and how your product or service helps solve the problem or fulfill the need.

2

## My Message

**Instruction:** If your target audience wants to purchase your service or product, what do they want to know from you?

**Tip:** Are you providing all the information your prospect needs to make a decision? Do you explain your products and services in a way that your prospect understands? Also, take a look at how competitors approach this.

**Action:** Create different marketing messages and test them in small groups or one-on-one to see which message resonates the most.

3

## My Channels

**Instruction:** What channels do your customers use? Are you already present on those channels, with the right message?

**Tip:**

- Check if your website is easy to find.
- Are you utilizing your own social channels?
- Identify the (industry-related) website(s) where your target audience is active and ensure your presence there.
- Don't be afraid to experiment with new channels that may be relevant to your audience.

**Action:** Experiment with paid media. Determine if sponsored articles and advertisements contribute to the desired result.





# SALES

1

## Follow-up

**Instruction:** Define a process to follow up with prospects showing interest in your offering.

**Tip:**

- Respond promptly. A quick response can increase the chance of conversion.
- Personalize your communication. Prospects are more likely to respond to messages that are directly relevant to them.
- Use ads to bring visitors back to your website.
- Entice website visitors to leave their email address with enticing content or promotions.

**Action:** Develop a follow-up plan with clear steps. Create the necessary content to incentivize your visitors to leave their email addresses.

2

## Conversion

**Instruction:** Optimize the process from prospects to customers. Ensure it is simple and attractive for potential customers to make a purchase.

**Tips:**

- Simplify the purchase process. The fewer steps, the better.
- Provide prospects with the information they need to make a decision.
- Ensure everyone in your organization always has complete prospect information available and there is insight into your Sales Pipeline.

**Action:** Conduct a website or store audit to identify potential conversion barriers.

3

## Loyalty

**Instruction:** Determine what you will do to encourage customers to return after making a purchase.

**Tips:**

- Consistently ask for recommendations and feedback.
- Consider a loyalty program that allows customers to earn rewards for repeat purchases.
- Communicate regularly with your customers through newsletters or updates to keep them engaged.
- Examine your after-sales and service processes. Where can it be made easier?

**Action:** Seek feedback from current customers about what they appreciate and what they would like to see in future interactions.

# MARKETING PLAN

Strategy	<p>My Market</p> <div></div>	<p>My Target Audience</p> <div></div>	<p>My Customer Journey</p> <div></div>
	<p>My Value Proposition</p> <div></div>	<p>My Message</p> <div></div>	<p>My Channels</p> <div></div>
	<p>Follow-up</p> <div></div>	<p>Conversion</p> <div></div>	<p>Loyalty</p> <div></div>