



## Market Research

Research your market and the needs of your customers.

STEP  
01



## Competitor Analysis

Find out what products/services are already offered & what your competition is doing.

STEP  
02



## Identify Target Audience

Pinpoint your ideal clients - their needs and pain points.

STEP  
03



# Steps for a Great Marketing Plan

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## Set Your Objectives

Set your objectives and goals for your marketing campaign.

STEP  
04



## Define Strategies

Write down exactly what marketing strategies you're going to use.

STEP  
05



## Define Success

Define how you're going to measure the success of your marketing campaign.

STEP  
06