

12 STEP MARKETING PLAN



MISSION

Why are you in business? What is your purpose?



TARGET

Who is your ideal audience? Who is most likely to do business with you?



COMPETITION

What differentiates you from your competition?



PRODUCTS & SERVICES

What are your product and services? What problem do you solve?



DISTRIBUTION

How do you reach people and get your product or service in their hands?



MEDIA

What will you use to tell your story and where will you use it?



OFFER

What are you going to offer to attract leads?



CONVERT

Once interested, how are you going to close and maintain your customers?



REFERRALS

What will you do to encourage referrals?



MAXIMIZE YOUR REACH

How can you sell more to your current base of customers?



GROWTH

What's your plan to grow? Establish your KPIs so you know what you're measuring.



BUDGET

What is your marketing budget? Break it down by media. \$500 email marketing; \$1,000 for website updates; \$1,500 direct mail; etc.