


Mini marketing plan


Here is an example of a mini marketing plan.

www.mind42.com is a great tool for mapping out your marketing activity



Products/Services

- Listed on social media
- Listed on website
- Bundles
- Sales funnel
- Create a digital product
- Online shopping cart

Branding

- Brand vision board
- 3 quotes for branding
- Engage graphic designer
- Complete brief
- Logo
- Tagline
- Brand fonts
- Colour palette
- Brand voice, tone and style
- Brand guidelines document

Print

- Brochure
- Business Card
- Pull-up banner

Social Media

- Research where target market are online
- Create profiles
- Create usernames
- Links on website

Facebook

- Join groups
- Hire graphic designer
- Banner design
- Fill in text info
- Create a post schedule
- Run promotion
- Promote lead magnet
- Set up advertising account
- Go live

Instagram ...

YouTube ...

Pinterest ...

Promotion

- Create lead magnet
- Landing page software
- Guest blogging
- Submit article to PR sites

Email Marketing

- Choose email marketing platform
- Brainstorm strategies to grow list
- Set up automations

Advertising

- Google/FB Ads

Website

- Determine budget
- 3 quotes
- Determine pages
- Hire web designer
- Hire copywriter
- Source images
- Set up FB pixel and Google Analytics
- On page SEO
- Opt-in form on website

Opportunities / Exposure

- List potential JV's
- Research events and speaking opps.
- Joined in-room networking
- Start writing book

Content

- Outsource article writing
- Determine content schedule
- Share articles on social media
- Send email newsletter
- List guest blogging opps.
- Social share buttons
- Create promo video
- Regular videos
- Off page SEO

Your marketing plan

On this page fill in the different areas you need to focus on (similar to previous page), and then jot down some tasks underneath that need to be achieved.

Now write down a marketing goal and set a due date. For example, your goal might be to start a blog. Set a due date and then start breaking your goal down into smaller milestones. Set a due date for each milestone, then break each down into the tasks needed to be completed to reach that milestone.

Goal:

Due date:

Milestone:

Date due:

Tasks to achieve milestone:

Milestone:

Date due:

Tasks to achieve milestone:

Milestone:

Date due:

Tasks to achieve milestone:

Milestone:

Date due:

Tasks to achieve milestone:

Milestone:

Date due:

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