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| Marketing Plan for: | |  | | | | | |
| For: |  | Prepared by: |  | Date: |  | Iteration: | 1 |

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| **Audience** | **Strategies** | **Activities** |
| Target Persona | Marketing Goals | Marketing Channels |
|  |  |  |
| Customer Journey | Key Strategies | Tactics and Activities |
|  |  |  |
| Value Proposition | Pricing and positioning | Measures of success |
|  |  |  |

**Using the One-page marketing plan**

Everything starts from and is built upon the audience that you're looking to target. Without an audience you have no-one to sell to and therefore don't have a product or business. The first pillar focuses on defining who your ideal target audience should be, profiling them, and then understanding their motivations and behaviours to give you the basis and ammunition to target, engage, convince and ultimately sell your product or service to them. The Audience pillar breaks into three cells as follows:

a. Target Persona

* What criteria define and delimit your ideal target customer (demographic / firmographic / geographic / technographic / psychographic)?
* What do they think / feel / believe?
* What are they interested in?
* What products and services do they consume?
* What are their habits?
* What are their challenges and needs?

b. Customer Journey

* What causes someone to look for information about your product or service?
* Where do your Target Persona go for information?
* How do they interact with potential vendors?
* What are the different stages in their purchase process?
* How do they make decisions?

c. Value Proposition

* What value does your product or service deliver to your Target Persona?
* How does your solution meet their primary need?
* Why is it better than what they're currently using or doing at the moment?
* Why is it better than what else is out there that they could use?
* How are you remarkable?

2. Strategies

One you've defined, profiled and started to understand your Audience, you then need to devise the Strategies that you're going to apply to engage, educate and convince them. These strategies need to be grounded in your goals, so it's important to have a comprehension of what it is you're looking to achieve from both a business and marketing perspective. The Strategies pillar is comprised of three cells as follows:

a. Marketing Goals

* What are you trying to achieve?
* Is the expectation for short or long term results?
* What are your Specific, Measurable, Achievable, Relevant, Time-Based goals?

b. Key Strategies

* What approaches will you take to achieve your Marketing Goals?

c. Pricing & Positioning

* How much will you charge for your product or service?
* How do you justify this pricing based on your Value Proposition?

**3. Activities**

Fundamentally, your Marketing Plan needs to lead to actions. In the third pillar we outline what the Activities that we're going to implement in order to execute our Strategies. These Activities need to qualify in terms of what it's going to take to achieve them and how we're going to know if they've been successful. The Activities pillar is therefore made up as follows:

a. Marketing Channels

* Which channels and vehicles will you use to communicate your Value Proposition to your Target Persona?
* How does your focus and budget break down against these?

b. Tactics & Activities

* What specific activities will you do in order to deliver your Key Strategies?
* What resources do you need?

c. Measures of Success

* How will you measure the success of your Marketing Plan?
* What Key Performance Indicators will you look at?
* What are your measurable targets versus where you are now?