

MARKETING PLAN WORKBOOK

Create A Strategy For Your Business



PR + DIGITAL MARKETING

813.922.5111 | EvokeStrategy.com



INTRODUCTION

This handbook is designed to provide practical information that any small-business owner can use to map out a custom marketing plan and multiply the profitability of their business.

Marketing is a strategic process that you must guide your target market through – from unawareness of your business to loyal customers. Our guide breaks this process into three stages:

1. **DISCOVERY**: During this stage, you should identify your prospects, market to them, and they should begin to show interest.
2. **ENGAGEMENT**: During this stage, you will be able to identify prospects who engage with your marketing, communicate with them directly, and sell them your product or service for the first time.
3. **ADVOCATE**: After buying from you, your customers should trust you, want to buy from you a gain, and tell others about you.

The following workbook provides descriptions of each step of your marketing plan and underlined instructions guide your thinking. When complete, you will have an actionable plan to begin the transformation to a more profitable small business.

MY TARGET AUDIENCE

DISCOVERY - Audience

Begin by focusing your marketing efforts on a target audience. When defining your ideal target audience, you need to look at the larger audience and then sub-divide it into smaller niche segments. For example, targeting homeowners is too broad. Break it down further until you find a group that you can easily define. Once you have identified a segment, you need to think about the demographics and psychographics of your prospect.

Create a detailed description of your ideal client to include things like location, gender, age, level of education, income, interests, and food preferences. For best results, focus on only one audience sub-set at a time.



MY MESSAGE TO MY TARGET AUDIENCE

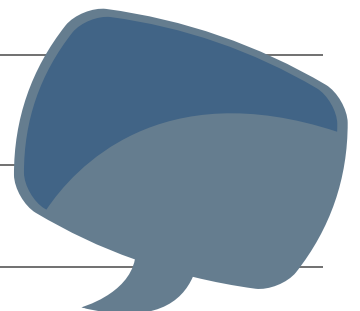
DISCOVERY - Messaging

The objective here is to create a marketing message that will attract your prospects and encourage them to take an action.

Your message must contain only one, clearly stated goal.

Craft a succinct message to your prospects, taking into consideration the audience information you detailed in the previous step.

Be sure to focus your marketing message on the customer's needs, not on details about you or your business.



HOW TO REACH MY TARGET AUDIENCE

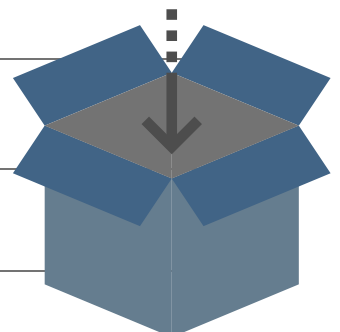
DISCOVERY - Channels

It's important to choose effective advertising channels that allow you to deliver your marketing message directly to your prospects. List at least 3 channels, or media, that you intend to use and look into an effective budget for each channel. The goal here, typically, is to bring in more money than you spend on advertising. But this may differ when you consider the lifetime value of each customer.



MY SYSTEM FOR CAPTURING LEADS

After you deliver your message effectively, interested people will begin to respond. They may not be ready to buy yet and may need time to compare and consider your offerings. These prospective customers are called leads, and they should immediately be added to a database. Identify what system you can use to store your lead information and the resources you will need to maintain it.



LEAD NURTURING

Now it is your job to market these interested parties to buy. Communicate with your leads regularly in ways that will be of value to them (useful tips, training, informational videos, articles, product updates) and include calls to action.

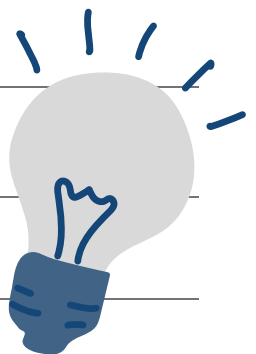
Write down some value-added communication ideas that would help you win the trust of your prospects rather than just offering your product repetitively.



CONVERTING LEADS TO CUSTOMERS

ENGAGEMENT - Conversions

Once prospects arrive at this stage they should be interested and almost ready to buy. Go against your natural instinct to push for the sale. Instead, stop selling and educate them. Build trust by projecting confidence and expertise. Reflect on the fact that in order to be the most profitable you should not sell things but solve people's problems for a profit. Here, think about how you can educate and solve your customer's problems, and they will trust you as a resource and want to buy from you.



DELIVER AMAZING CUSTOMER EXPERIENCES

ADVOCATES - Differentiate

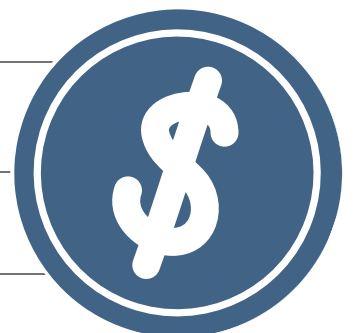
Good businesses have fans, not just customers. To cultivate fans, focus on consistently meeting their needs by staying innovative, becoming a voice of value, and having successful systems in place to keep the business running smoothly. Answer the question of how you will make your customer's experience different (and better) than what they would get from your competitors.



INCREASING CUSTOMER LIFETIME VALUE

ADVOCATES - Lifetime Value

Making the sale is just the beginning - now that you have a customer, how can you continue to sell to them? Consider things like price increases, upselling, increasing the frequency of sales, and uncovering potential in former customers you haven't sold in a while. With your specific business in mind, how might you work to increase the value of each of your customers?



GARNERING REFERRALS

Ask your customers for referrals. Word of mouth, especially in the online age of social proof, is one of the most powerful marketing tools. But referrals don't happen by accident. Offer incentives for referrals. Ask highly satisfied customers to post reviews online. Be specific! Tell your customer the kind of referral or testimonial you would like. Think of your ideal review or testimonial and be ready to articulate it when the situation arises.





CONCLUSION

TAKE ACTION

All of these steps add up to an easy-to-follow marketing plan that you already have in your hands. While you may feel you need time to digest this, the time to start is now. It is important that you implement your new plan before you become overwhelmed with analysis paralysis. Business owners should take action quickly and course-correct as they go. Unlike workers who get paid for their time, business owners profit from finding and satisfying customers - and that requires good marketing.

What are you waiting for?

EVOKE
strategy llc

We hope you find this marketing plan helpful. If you get stuck or have questions on how to fill it out, schedule a complimentary marketing strategy session now and we'll help you out:

[Click Here To Schedule A Complimentary Marketing Planning Session](#)