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Small Business Marketing Made Simple

Your Marketing Plan

1. Business Overview

Business Name:
Business Owner/s:
Business Address:
ABN:
Products/Services:
Business Description:

Your Business Vision

Your Business Mission

Your Business Values

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2. Market Overview

Your Target Market

Who is your target market? Describe your ideal client in regards to:

- Demographics (age, gender, social status, education, lifestyles, activities, values, interests, opinions etc).
- Their major frustrations
- Their ambitions: What do they want? What do they need?
- Your solution to their problem: Why would they buy your products/services over others?

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Client Relationship Management

How do you maintain a long lasting relationship with your clients? How do you stay in touch? How do you make sure they keep coming back? Do you follow any particular code of practice in regards to client management? How can you automate this process?

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3. Competitor Research

Your Competitors
Who are your main competitors (list at least 5 businesses)? What are their strengths? What are their weaknesses? Why do people do business with them?

Competitors	Strengths	Weaknesses

Your Business
How do you rate against your competitors? How can your business improve on what they offer? How can you do things better?

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4. Your Products and Services

Description of Products/Services
List each product/service your business currently offers.

Product/Service	Price

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Your Unique Selling Proposition (USP)
Why should they buy your product/service? What makes your product stand out from the market?

Your Positioning in the Market
How are you positioning yourself and your business in the market? Are you high-end, competitive or low-cost? What's the perception of your business in the marketplace?

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5. Your Marketing Strategies

Your Marketing Strategies
How do you plan to market your products/services? How do you intend to interact with your clients?

Online

- ✓ Website
- ✓ Blog
- ✓ Social Media
- ✓ Email Marketing
- ✓ etc

Offline

- ✓ Print ads
- ✓ Direct mail
- ✓ Give- aways
- ✓ Press Releases
- ✓ Events
- ✓ Publications
- ✓ Referral Strategy
- ✓ Strategic alliances
- ✓ Networking
- ✓ Etc.

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What (Strategy)	How (Actions required)	Who	When

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Test and Measure
How do you measure the success of your marketing activities?
(eg. What were your sales figures? How many visitors to the website? How many enquiries? How many conversions? How many new leads?)

Marketing Activity	Cost	Success Indicator

6. Your Marketing & Sales Budget

Your Marketing Budget
What is your marketing budget? As long as your marketing strategies are working, ie returning more than they are costing you, you don't have to restrict your budget.

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Your Sales Targets
What quantity of your products/services do you plan to sell monthly/quarterly/yearly?
How much of each product or service are you planning on selling?

Monthly Target	Quarterly Target	Yearly Target

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7. Your Marketing Goals

We recommend setting your goals for a 12 months period and then breaking them down into quarterly, monthly and weekly goals.

Month	Detailed Description of Goal	By When	Celebration: How Do You Reward Yourself Once Achieved?
Month 1:			
Month 2:			
Month 3:			
Month 4:			
Month 5:			
Month 6:			

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Month 7:			
Month 8:			
Month 9:			
Month 10:			
Month 11:			
Month 12:			

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