

Marketing blueprint and 90 day marketing plan

eWorkbook



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Bizink Marketing Blueprint

www.bizinkonline.com

Marketing Blueprint: The Strategy

The marketing blueprint is designed to help you build a tailored marketing plan for your practice. The blueprint is split into **three** sections with **three** boxes in each. The first section talks about prospects, who you want to work with, what their pain points are and where they hang out. The second is about leads, how you will turn prospects into leads, nurture them and turn them into clients. The last section is about clients, how you keep them happy, how you will up-sell and how you will get referrals. So the marketing blueprint covers the whole marketing cycle.

PROSPECTS		
 1. Your ideal prospect and their pain points	 2. How do you solve the pain points of your ideal prospect?	 3. Prospect Map - Where does your ideal prospect hang out?

LEADS



4. How will you turn prospects into leads?



5. How will you nurture your leads?



6. How will you turn leads into clients?

CLIENTS



7. How do you keep your customers happy?



8. How will you get more sales from existing clients?



9. How do you get clients to give you referrals?

90 Day Marketing Plan: The Tactics

Once you have completed the blueprint, move onto the 90 day action plan. This plan details your marketing activities over the next **three** months and keeps you on track and accountable. We find one of the biggest problems advisors have when marketing their firm is consistency. Grand ideas and plans for marketing are great but after a few weeks the busy work takes over and marketing gets dropped. The 90 action plan helps you create a consistent system for marketing your business. It pulls directly from the completed marketing blueprint, particularly box 4.

Week 1	Week 2	Week 3	Week 4
Week 5	Week 6	Week 7	Week 8
Week 9	Week 10	Week 11	Week 12

Content and Messaging

Now that you have your marketing strategy, ideal prospect, and how to reach them, what are you going to say? Use this section to list ideas for both lead magnets and campaigns.

Content & Messaging
Lead magnet(s):
Campaign/Promotion ideas:

Tech and Systems

Technology is an important part of any great marketing strategy. Use this section to outline your wish list of features, if your existing app(s) meets those standards, and start a list of alternatives to research during your next tech review.

Tech & Systems
CRM
Email Marketing
Website

Marketing Strategy: Key Metrics

Marketing is a numbers game that starts with determining how many new clients your business can on-board each month. Use this section to calculate how many leads and meetings are necessary to land your ideal clients each month.

Metrics
Number of new clients wanted per month
Sales conversion (meetings to sales)
Meetings Needed
Marketing conversion (leads to meetings)
Leads needed



Beautiful business