

HOW TO CREATE YOUR **30/60/90-DAY** MARKETING PLAN



INTRODUCTION

In the last year, we've all experienced an incredible amount of change. Businesses have dealt with shutdown orders, pivoting operations to serve customers online, and navigating reopening with a focus on employee and customer safety.

Then comes marketing. While some small businesses have paused or stopped their marketing altogether, consumers are still searching for new businesses – especially local businesses.

Right now, the worst thing your business can do is stop marketing. It's necessary to connect with people and provide crucial updates about your business and how your community can continue supporting you and your employees.

So, when we're experiencing something scary that feels out of control, the best course of action is to develop a plan.

While your plan may evolve and change as the nature of what we're experiencing evolves and changes, having a plan written out can help you get your business back on track and set you up for success post-pandemic.

In this short guide packed with tips, we'll go over:

- Creating your 30/60/90-day marketing plan.
- What each piece of your plan needs to include.
- A helpful template to help you get started.



30-DAY PLAN:

ESTABLISH A BASELINE

As you begin your [marketing plan](#), it's important to establish a baseline of marketing strategies that you can run throughout the year to see success, no matter what's happening in the economy or the market.

YOUR 30-DAY PLAN SHOULD INCLUDE:

- ☐ Communication about how you're keeping employees and customers safe right now.
- ☐ Ways to get in front of people while they search for businesses like yours online.
- ☐ Updates on how you're innovating and improve the customer experience.

Your business's web presence, including your website, brand reputation, and social media sites should be a priority, and SEO is another place to focus your time and budget so you can get in front of people on search engines and prepare your presence for the future.

63% of business owners say SEO will gain importance in the coming months due to the economic situation.

Marketing Land



60-DAY PLAN:

RAMP UP YOUR MARKETING

After you have a solid foundation for your marketing started in the first 30 days, you can start revving up your strategy to reach even more consumers.

It's also important during this time to be cognizant of what's happening in your community around the pandemic and adjust your operations and communications accordingly.

YOUR 60-DAY PLAN SHOULD INCLUDE:

- ☐ A way to build excitement for re-opening your location, your operations returning to (semi) normal, or a way to get people to visit your business.
- ☐ A way to continue growing awareness for your business online.
- ☐ A way to target interested buyers with specials or promotions.

We know that people will be interested in deals and promotions as we continue navigating a challenging economic situation, so make sure you have a robust marketing strategy in place to highlight any specials, deals, or promotions you're offering.

TIP: Email marketing is a great way to get the word out about your promotions and sales.

75% of shoppers claim to search their email inboxes to look for promotions.
Convince and Convert



90-DAY PLAN:

LOOK FOR WAYS TO GROW

As you enter the 90-day mark, you can look for [opportunities for growth](#) rather than tactics to simply keep your doors open.

YOUR 90-DAY PLAN SHOULD INCLUDE:

- ☐ Lead generation marketing tactics to get more consumers to your business.
- ☐ Continued communications about how you're keeping customers and employees safe.
- ☐ A way to build loyalty with existing and new customers.

Your plan needs to include a way to create loyal customers now plus a way to reach consumers who may be looking for businesses like yours once we emerge from the pandemic.

THINK ABOUT

1. What's worked for you now?
2. What would you have changed if you had more time to prepare?
3. What have you learned through this experience?



BUILDING YOUR 30/60/90-DAY PLAN

Now that you have the basics of what's needed for your 30/60/90-day marketing plan, it's time to build it. Print out or download this template and fill it in with your ideas. If you need help, LOCALiQ is here for you. We can help you develop a plan that carries you through COVID-19 and beyond.

30-DAY PLAN: BUILD A SOLID FOUNDATION

COMMUNICATION	GETTING IN FRONT OF CUSTOMERS NOW	HOW YOU'RE INNOVATING THE CUSTOMER EXPERIENCE

60-DAY PLAN: RAMP UP YOUR MARKETING

BUILDING EXCITEMENT	BUILDING AWARENESS ONLINE	TARGETING CONSUMERS

90-DAY PLAN: LOOK FOR WAYS TO INCREASE APPLICATIONS

LEAD GENERATION TACTICS	COMMUNICATION	BUILDING CUSTOMER LOYALTY



THE TEAM AT LOCALiQ UNDERSTANDS THAT THIS IS A CHALLENGING TIME.

We've worked with businesses across the country to help them pivot their marketing and messaging to continue targeting and bringing in interested customers. Our marketing solutions backed by our leading technology and team of experts can help your business not just survive these unprecedented times — but thrive. Reach out today to learn how we can partner for success.

LET'S TALK



LOCALiQ.com



Instagram.com/LOCALiQ



@LOCALiQ



Facebook.com/LOCALiQ

LOCALiQ

©2021 Gannett Co, Inc. All Rights Reserved. 01786