

Chapter 1 : REALWORLD Marketing Inc. - Services

One-page Marketing Plan #2. The second one-page plan format I use is a combination of the Kotler plan and the Guerrilla Marketing process as advocated by Michael McLaughlin.

Marketing plans can run for pages, and sometimes they should. But for many situations a one-page marketing is fine, if not even better than a longer plan. A one-page marketing plan forces you to coalesce your thoughts into one short, succinct document. Like the one-page business plan, the single-sheet marketing plan encourages you to focus on what really matters. It can help bring clarity to your thoughts. It can help team members both understand and maintain a better recall of your marketing direction. Even a one-page marketing plan should include more than just a checklist of your planned promotional activities. It should be more of a product plan, also including the key differentiation of your product from those of competitors, as well as a quick description of your target market and customer needs. Therefore, you should have a separate marketing plan for every key product or product line that you offer. This is suggested template for a one-page marketing plan: In one sentence, describe your product or service including the utility it provides for its users. How is your product or service different from those of your competitors? How does your product provide better or different benefits to potential customers than competing products? Which attributes of your customers may be important for marketing? For example, are they geographically clustered? Do they have similar demographics? Do they tend to weigh a particular factor in mind when making buying decisions? Now, we get into the part of the document most people think of when they think of a marketing plan. What pricing or special offers will you include in this marketing campaign? What key messages do you want to deliver in your marketing? What headlines or specific words may you use in your marketing? Will you advertise or just try to go viral for free? Will you engage in email marketing or inbound marketing, and how? Talk about where and when your messages will run. Distill everything into a few sentences. Profit and Loss Projection: Measuring Results and Continued Testing: Not only should you track your sales during the marketing period, but as much as possible you should try to determine how each customer heard about your product. Which medium drove in the result? You may decide to quickly change your advertising media or message in the middle of the campaign, or you decide to adjust it for the next campaign. Be prepared to test and try different options until you get great results. Brevity can be a friend to the entrepreneur. Sample One-Page Marketing Plan: For illustration purposes, I am basing this sample on a simple summer business trading used boats that I ran during summer vacations from college. The used boats that remain unsold towards the end of the summer season. Especially concerned about selling slower-moving boats that have been in inventory for more than 2 weeks. The end of the season buyer is most typically not a summer homeowner but more likely someone who lives in the area year round and has likely owned boats before. Our key differentiation from larger new boat dealers who also sell used boats is that we charge more reasonable prices. Customers can save money buying a boat from us as opposed to a larger dealer who also sells new boats. And versus buying from a private party, a potential customer can view several boats at once at our yard. End-of-season customers typically live in the vacation community year-round, have owned several boats in the past and are value and brand-name aware. You can save money by our end-of-season clearance sale.

Chapter 2 : 9+ One Page Marketing Plan Templates - DOC, PDF, Excel | Free & Premium Templates

A Sample One-Page Marketing Plan Many people have asked what my one-page marketing plan template looks like with an example of real-world content filled in. So when my friend Kerry Kobe at Sweet Sanity Designs needed to rethink her marketing strategy, I worked with her to fill out my marketing plan template, and she kindly allowed me to share.

The 1-Page Marketing Plan Canvas Introduction Download your copy of the 1-Page Marketing Plan canvas here The 1-Page Marketing Plan canvas is the easiest and fastest way to create a marketing plan that will propel your business growth. Prospects are people who may not even yet know you exist. The goal of this phase is to get your prospect to know you and respond to your message. Square 1 – Selecting Your Target Market Selecting your target market is a crucial first step in the marketing process. Doing so will ensure your marketing message resonates better, which in turn will make your marketing far more effective. Square 2 – Crafting Your Message Most marketing messages are boring, timid and ineffective. To stand out from the crowd you need to craft a compelling message that grabs the attention of your target market. Once you have their attention, the goal of your message is to compel them to respond. Leads are people who know you and have indicated interest in what you have to offer by responding to your marketing message. The goal of this phase is to get your leads to like you and what you have to offer enough to buy from you for the first time. Square 4 – Capturing Leads Capturing leads in a database system for future follow-up is critical to your marketing success. This is because only a very small percentage of interested leads may be ready to purchase from you immediately. Lead capture is all about properly handling interest and building your future sales pipeline. Square 5 – Nurturing Leads Nurturing leads is the process of taking people from being vaguely interested in what you have to offer to desiring it and wanting to do business with you. The lead nurturing process ensures that leads are interested, motivated, qualified and predisposed to buying from you before you ever try to sell to them. Square 6 – Sales Conversion Sales conversion is all about creating enough trust and demonstrating enough value to motivate interested leads to become paying customers. Positioning yourself correctly will make the sales conversion process easy and natural for both you and your customer. Customers are people who like you and what you have to offer enough to have paid you money at least once. The goal of this final phase is to get your customers to trust you and buy more from you. Square 7 – Delivering A World Class Experience By delivering a world class experience, you turn customers into a tribe of raving fans who want to buy from you repeatedly. To deliver this world class experience you need to implement systems in your business and make smart use of technology. Square 8 – Increasing Customer Lifetime Value Increasing the lifetime value of existing customers is where the real money is made. To do this you need to have strategies and tactics for getting existing customers to do more business with you. You also need to know, manage and continually improve key numbers in your business. Square 9 – Orchestrating And Stimulating Referrals Orchestrating and stimulating referrals is an active process. By implementing some simple tactics, you can make the flow of referrals a more reliable part of your marketing process. For a much more detailed insight into the 1-Page Marketing Plan canvas and how to implement it in your business read the book that started it all.

Chapter 3 : A One Page Marketing Plan Anyone Can Use - Small Business Trends

The 1-Page Marketing Plan is a breakthrough which makes creating a marketing plan simple and fast. In literally a single page, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero.

How To Get New Customers How to get new customers, clients, or patients and how make more profit from existing ones. Trusted Authority Positioning How to close sales without being pushy or needy and have prospects beg you to take their money. Marketing That Actually Works Marketing strategies that actually work for small and medium sized businesses. Stand Out From The Competition How to annihilate competitors and make yourself the only logical choice. A Simple Fill-In-The-Blanks Process A simple step-by-step process for creating your own personalized marketing plan that is literally one page. Big Results On A Small Budget How to get amazing results on a small marketing budget using the secrets of direct response marketing. I now have clarity and a plan for generating new business. It gives the small and medium sized business the ability to dominate their market. This is my business bible.. I will keep it with me always. If you are starting your business or in a working progress I extremely suggest you read this book. Although I have my brand for over five years, with the help of all the great information in this book I know I will obliterate my competition now! Highly recommended for any business struggling with their marketing efforts or lack thereof. Easy, yet engaging read chock-full of invaluable information for your small business. Could not put it down and finished in just a few days. I got the kindle version but will be ordering the paperback version so I can mark it up and highlight it. Highly recommend for anyone just getting into a business or have been doing things wrong for many years. I have the audible and kindle versions. I highly recommend this book. To build a successful business you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. The 1-Page Marketing Plan is the easiest and fastest way to create a marketing plan that will propel your business growth.

Chapter 4 : The 1-Page Marketing Plan - Successwise

This content marketing strategy template fits on one side of standard printer paper. If you absolutely need more space, use legal-sized paper or even an 8 1/2 by 11 inch piece. The important thing is to keep it to a single page that can be easily shared to maximize its impact and usefulness with executives and content creators.

Chapter 5 : Pro Business Writer One Page Marketing Plan Template - Pro Business Writer

Like the one-page business plan, the single-sheet marketing plan encourages you to focus on what really matters. It can help bring clarity to your thoughts. It can help team members both understand and maintain a better recall of your marketing direction.

Chapter 6 : One Page Marketing Plan Template

One-page Marketing Plan. The benefits of planning are well understood in theory, but in practice few of us carry this through into our businesses effectively.

Chapter 7 : 7+ One Page Marketing Templates – Free Sample, Example, Format | Free & Premium Templates

How the One Page Marketing Plan Works. The One Page Marketing Plan takes the fundamental building blocks that constitute an effective marketing plan and aligns them on a single page in a storyboard or canvas fashion, much like the Business Model Canvas.

Chapter 8 : One Page Marketing Plan Template and Guide

DOWNLOAD PDF ONE PAGE MARKETING PLAN

REALWORLD Marketing Â® Delivers Measurable Results "REALWORLD MarketingÂ®" is an approach to solving business problems that goes way beyond generating ideas - it focuses on improving results. The process starts with a focus on you, your objectives, and the key issues facing your business.

Chapter 9 : The 1-Page Marketing Plan (Audiobook) by Allan Dib | calendrierdelascience.com

The 1-Page Marketing Plan By Allan Dib Introduction â€¢ Need to understand the difference between marketing strategy and marketing tactics. Strategy is the big-picture planning that you do.