**How would you/have you measure(d) success for marketing this year?**

|  |  |
| --- | --- |
| How did marketing help you in Q1? |  |
| How could it help you in Q2? |  |
| How could it help you in Q3? |  |
| How could it help you in Q4? |  |

**Please Define Your Top 3 Audiences and What Marketing Campaigns Target Them**

|  |  |  |
| --- | --- | --- |
| What marketing activities do you do? | Draw lines to match. | Who are your target audiences?  Pick 3 and match them to the best marketing campaign. |
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**These questions may help you identify a few critical elements to successful marketing.**

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| Questions | What works for you / your business? |
| What marketing is effective (as in it generates leads and has a good ROI)? |  |
| What do you enjoy doing when it comes to marketing? |  |
| What time do you have? |  |
| What is your annual marketing budget? |  |

**What marketing channels are you using/considering using?**

|  |  |  |
| --- | --- | --- |
| **Type of Campaign** | **Outbound (One-Way)**  **“Buy Interest”** | **Inbound (Two-Way)**  **“Earn Interest”** |
| One to One/Many In Person Engagement | Sponsor Charity Event  Pay to Speak / Be Seen | Complementary Consult  Small offsites / retreats  Speaking / Education Event  Happy Hour  Client Appreciation |
| Online | Ad Placement on Sites | Website  Content Creation (Blog, Video)  Content + Call to Action  Email Marketing  Podcasts / Webinars  Social Media Posts / Ads  Retargeting Ads  Organic / Paid Search |
| Offline Engagement | Mail / Postcard / EDDM  TV or Radio or Print Ads  Billboards  Telemarketing  Awards |  |

**Developing Your Annual Marketing Budget**

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Information** | ***2019*** | **2019** | **2020** |
| Overall Revenue | *$190,000* |  |  |
| Small Project Revenue | *20 X $2,000* |  |  |
| Medium Project Revenue | *12 X $5,000* |  |  |
| Large Project Revenue | *6 X $15,000* |  |  |
| Rough Marketing Budget | *$19,000 (10% of $190K)* |  |  |
| Cost to Acquire per Customer (what are you willing to spend?) | *$100 – small*  *$500 – medium*  *$1,000 - large* |  |  |
| Total Marketing Spend Based on Cost to Acquire | *$2,000 + $6,000 + $6,000*  *=$14,000* |  |  |

**What marketing areas/buckets do you want to consider in your plan?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Which of the five marketing buckets?** | **What does success look like?** | **Who is your audience?** | **What campaigns are you thinking about?** | **What would you measure?** |
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**What is your marketing plan / editorial calendar?**

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| --- | --- | --- | --- | --- | --- | --- |
| **Content** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | Sep |
| Monthly Theme |  |  |  |  |  |  |
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| --- | --- | --- | --- | --- | --- |
| **Week** | **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** |
| 1st |  |  |  |  |  |
| 2nd |  |  |  |  |  |
| 3rd |  |  |  |  |  |
| 4th |  |  |  |  |  |
| 5th |  |  |  |  |  |
| 6th |  |  |  |  |  |

**What are you going to do next? Key action items.**

1.

2.

3.