

WHERE ARE YOU NOW?

1. What does your business offer?

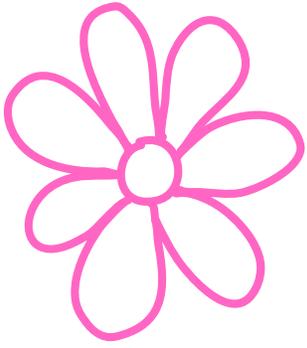
2. What are you trying to achieve through your marketing?

3. Do you have specific goals?

4. Who is your ideal customer? Who are you trying to reach through your marketing?

5. What marketing channels are you currently using? What channels do you think you should be using?

"The best marketing doesn't feel like marketing."



Marketing Planning

Introduction

What is a Marketing Plan?

- A marketing plan is essentially a **roadmap** for how your business will **attract** and **keep** customers.
- It outlines the **strategies, goals, and actions** you will take to promote your products or services.
- Think of it as a guide that helps you understand **where you are going** and how you are going **to get there** in terms of marketing.
- It's not just about advertising; it **covers everything** from pricing, branding, and market research to communication and promotions.

Why is a Marketing Plan Important for Your Business?

- A marketing plan is important because it helps you **stay focused and organized**.
- Without it, your efforts can be scattered and ineffective.
- A solid marketing plan allows you to **set clear goals, understand your target audience, and measure progress**.
- It ensures that your marketing efforts **align with your business goals**, making your **spending more effective** and increasing your **chances of success**.
- Simply put, a marketing plan gives your business **direction** and helps you **stand out** in the market.

"If you don't know where you want to go, then it doesn't matter which path you take."

SMART

GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

S

SPECIFIC

WHAT DO I WANT TO ACCOMPLISH?

M

MEASURABLE

HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?

A

ACHIEVABLE

HOW CAN THE GOAL BE ACCOMPLISHED?

R

RELEVANT

DOES THIS SEEM WORTHWHILE?

T

TIME BOUND

WHEN CAN I ACCOMPLISH THIS GOAL?

SMART Goal Planning Checklist



Specific

What exactly do you want to achieve? Be clear and detailed.



Measurable

How will you measure your progress or know you've achieved it?



Achievable

Is the goal realistic? What steps are required to achieve it?



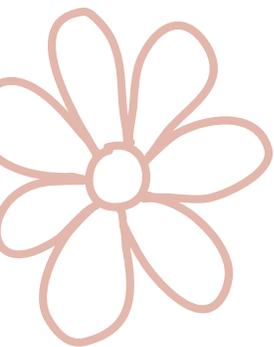
Relevant

Why is this goal important to you? How does it align with your values or life purpose?



Time-bound

What is your deadline? What are the key dates or timeline?



DEFINE YOUR TARGET AUDIENCE

Who are you talking to?

Your audience isn't "everyone."
The clearer you are on your ideal customer,
the better your marketing will perform.

Key Questions:

- Who is your ideal customer?
- What problem are they trying to solve?
- Where do they spend time online or offline?
- What motivates them to buy?

Customer Persona

I help (Who)

Overcome (What - Emotional)

By doing (What - Tactical)

"Good marketing makes the company look smart. Great marketing makes the customer feel smart."