

Minute Marketing Plan

Coaching Questions

What is your marketing goal? Is it realistic?

- The sales target or awareness target that you wish to achieve from your marketing plan is the most important aspect, as it guides how much time and money is required in your marketing budget.
- The more aggressive your marketing goal, the more time and money will be required. For example, if you want to achieve \$50,000 in sales in your first month, that will require more money to get that number of customers versus \$500 in a month.
- Is your marketing goal is really high, it may not be realistic to invest the marketing budget into the business. This is especially true for a new business idea, as the market may be untested and the purchasing rate is unknown.

Is your message consistent?

- Your message should be consistent in your marketing plan. Outline who is your target market and the message that you will be using.
- Different marketing tools may use different techniques, but the overall brand and core message should remain the same. By doing this, you are able to increase awareness as your customer may see the same message multiple times and remember it easier.
- If you don't know what message to use, you could experiment in what is effective using any of the following tools:
 - Drip marketing with tracking on what the open rates are, click throughs, and forwards.
 - Google AdWords and Pay Per Click to determine what messages is getting you the desired response.
 - Twitter and tracking to find out how many people clicked on your tweet.
 - Facebook with tracking on people talking about you, how many people 'like' you, and how many people saw your update.

How many tools do you think you need?

- The higher your marketing goal, the more tools you need.
- It is best to online identify 3 to 5 to implement at one time, as this ensures that you have the time to implement the tool correctly and in a timely fashion.
- Implementing a few tools at a time also allows you to evaluate their effectiveness. If a tool is not producing results, it makes sense to stop investing resources (time and money) into using it.
- Re-evaluate tools every 3 to 6 months.

Do you have a marketing tool for visibility, credibility, and likeability?

- People buy from people they know about, trust, and like. If one of these components is missing, the chance of a sale decreases.
- In order to assist your sales team, a strong marketing plan has at least one marketing tool that helps with one of these objectives.
- If you are a brand new business, visibility is the most important objective. You should implement more tools that focus on visibility.
- If you are an existing business with a lot of long term customers, you want to focus on client retention and likeability tools should be more prominent in your plan.
- If you are having a hard time converting prospects into customers, credibility is most often your gap and should be focused on in the plan.
- As your business evolves, you will need to change your focus on what type of marketing tools need to be leveraged.