

YOUR 2014 MARKETING PLAN BLUEPRINT

courtesy of

www.TargetingYourMarket.com

and

www.MarinaShapiro.com



Hey there!

I am super stoked that you are reading this! I hope that you use the contents of this packet to get ready your best, most profitable year yet!

I believe that you absolutely can go bigger and better than you've ever gone before IF you take the time now to create a formal Marketing Plan.

Why?

NO PLAN=NO ACTION

You know that when you don't have a firm action plan for ANYTHING, things fall through the cracks, you miss opportunities, and end up feeling crappy about yourself. Right? I know this because I've been there myself and I am reminded of this occasionally when I think that after nearly years of advising other companies about their marketing, I can wing my own stuff. Needless to say, I eat a humble pie each time I decide to wing it.

Formal Marketing Plan disciplines us and creates a foundation which allows us to handle challenges AND take advantage of opportunities. A formal plan also makes changes to your strategy EASY TO IMPLEMENT and allows you to turn your business around on a dime.

The best part of doing the planning now is that it'll allow you to see your blind spots, plan ahead to avoid crunches and stress later on.

You DON'T have to have it all figured out to create a Marketing Plan!

But, having one will give you a starting point to figure out what you don't know and get support with specific areas—because you'll be crystal clear about your needs and capabilities.

So, don't just read this and file this document away—get cranking. If you get stuck, remember to KEEP IT SIMPLE and ASK FOR HELP!



2014 Marketing Plan Blueprint

IMPORTANT! The Mind Map that follows is designed to help you tackle your most important Revenue goals from all angles that make sense. The promotional channels are there to serve as a suggestion—pick and choose tactics that make sense for your industry, business model and your personality.

Let's get started!

Step 1. Start with VISION for your life and your business. What's your dream work/life balance? What would you desire your life to look like by the end of 2014? Where would you want to take your business?

Note: many people get hung up on this step as if you only get to write this once, or your life will crumble if you get it wrong. Please remember that this is YOUR document, which you can alter and enhance at any time. In fact, I recommend checking in with yourself monthly to see if your vision still stands.

Step 2. Articulate your Goals. A goal is good if it's specific, measurable (otherwise how would you know if you reached it?), and time-specific. In short it should answer the question 'how many, by when'. I recommend that you think of your goals as

1. Revenue-related (I'd like to create and sell X number of product A by DATE and Y number of product B by DATE)
2. Business development and growth-related (grow e-mail list to 10,000 subscribers)

Step 3. Create a master calendar so that you can see the whole year at once and put significant milestones on it: events, product launches, holidays, significant sales events, etc.

(If your marketing strategy is focused on content creation or social media engagement, Editorial Calendar is a MUST.)

Step 4. For each goal map out *all possible ways of achieving it*. Don't worry about *best ways* yet; just get as many ideas down on paper as possible. Think in terms of:

- a. Personal outreach/Networking
- b. Advertising
- c. Social media (your own properties and 3rd party properties)
- d. Digital media (including your own website, blog, etc.)
- e. Your e-mail list/content marketing
- f. Public Relationships (no it's not dead, even for small businesses)
- g. Referrals
- h. Collateral (printed materials such as brochures, pamphlets, loyalty cards, etc.)
- i. In-store: advertising, signage, POS, team uniforms, etc.
- j. Your other [marketing real estate](#).

Step 5. Once you have a list of potential actions for each goal, go through the lists with a critical eye:

1. Which Tactics are likely to yield the best or fastest result? What's the 'Low Hanging Fruit'?
2. Do I have or will I have the financial resources for the Tactic?
3. Do I or someone on my team have expertise in the Tactic? If not, what would it take to get it done? Is it reasonable to accomplish at this stage? (For example, you might think that an event you are holding might be of interest to your local publication, but you don't know how to approach them or write press releases. Though you may not have expertise to do it yourself, you can hire a writer to do it for you for as little as \$50 via websites like www.freelancer.com or www.fiverr.com)
4. Does the Tactic appeal to you? Are you comfortable with it? If not—table it for next year.

Step 6. Write out baby steps for each Tactic. Once you've gotten rid of 'Not Yet' and 'Not Ever' tactics, you should have a clean list of actions you'll take to accomplish each goal. Add baby steps required to accomplish each Tactic and add estimated completion time and/or due date. Refer to your master calendar and add smaller milestones like 'Send press release to newspapers' or 'Write and post blog about new spring trends'.

Follow these guidelines and you'll have a powerful tool that will help you supercharge next year's growth and accelerate your journey to your dream life. If you have a complex business model or feel uncertain about any of these steps—[give us a holler](#). During the months of December and January we are offering a limited number of [1-Day Marketing Planning Intensives](#), which result in a detailed 2014 Marketing Plan at a fraction of the cost of traditional Marketing Planning.

Happy and Prosperous 2014! Whooohoooo!

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STEP 1. Articulate your VISION FOR YOUR LIFE AND BUSINESS

STEP 2. Articulate your BUSINESS GOALS: Revenue Goals and Business-Building Goals

STEP 3: Make sure that EACH REVENUE GOAL is: Specific, Measurable and Time-sensitive

FOR EACH REVENUE GOAL:

STEP 4: Perfect the Offering: Survey customers, test.

STEP 5: Define your Ideal Target Audience in as much detail as possible. Identify best and easiest ways to reach these customers.

How to Craft a Promotional Plan for Each Revenue Goal

Digital Media

Own website

Is your digital "house" in order? Is it current in terms of content and technology?

Is your offering clearly spelled out? Are you speaking to your IDEAL audience for THIS offering in describing it?

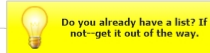
Your BLOG

3-6 weeks prior to offering launch

Digital and Traditional PR

3rd Party Blogs and online Key Opinion Leaders

Reach out up to 3 months ahead of your offering launch



Digital Publications serving your audience or your topic

Craft: Press Release + Introductory e-mail/phone script

Reach out 1-4 months depending on publication and topic

Local and Audience-specific publications

Social Media

Own properties

3rd Party Properties (e.g. Groups)

Start 2-4 weeks out

E-mail list

1-2 Offering focused e-mails

Service-focused e-mails with mentions of Offering

1-6 weeks out

Direct Outreach

Potential clients

Group gatekeepers

Promotional partners

Events

Live info events

Self-hosted

Guest

1-4 weeks out

Virtual events

Self-hosted

Guest

1-4 weeks out

Promotional events

Brick-and-mortar

Printed materials: flyers, postcards

Direct mail: 2-4 mailings 1-4 weeks out

Signage

Printed communications with customers: receipts, invoices, etc.

Staff swag

Advertising

Digital

Social

Mobile

Print

Broadcast

Outdoor