



Marketing Series

HOW TO WRITE A --- **ONE-PAGE** --- **MARKETING PLAN**



How To Write A One Page Marketing Strategy-Printable

While you are trying to grow your business online, the task of how to market your company can seem daunting. We have created this printable guide to help you clearly define your marketing goals so that you can reach them and move forward with your business plans with confidence! Take the guesswork out of strategy, and get straight into the action with this easy-to-follow guide.

Target Audience

★ Who is your ideal customer?

Create a buyer's persona and be sure to include:

- Demographics
- Interests
- Socioeconomics
- Behaviors

Unique Selling Proposition (USP)

★ What differentiates your product/service from your competitors?

★ What need(s) do you fill for your customer?

Distribution

★ How can your customer purchase your product?

For example:

- Direct from your website
- On your social media
- At a brick-and-mortar store
- Seasonally at events

Pricing

★ How can you make a profit and stay within the pricing range of your target customer?

★ How much is your target customer willing to pay?

★ What are your costs?

★ Are you a luxury company, low price, etc...

Marketing Strategy

★ How will you market your company, product, or service?

- Goal
- Budget
- Timeline
- Digital Strategy (SMM, SEM, Email, etc..)

Retention

★ How will you re-engage your audience for future purchases and new product updates?

Executive Summary

★ Sum up everything you came up with above in less than one page to create an overview of your marketing plan.