

Build Your Online Marketing Plan



Running a successful business takes vision and a plan. And the same goes for successfully promoting that business online. Use this worksheet as a roadmap to build an online marketing plan that helps your business grow.

1 Vision

Write down your vision of success.

My business will be:

2 Marketing Goal

What would you like to achieve by marketing your business online? You may have many marketing goals, but start with your most important one. Be as specific as you can.

My marketing goal is to:

Example: Sign up 200 new local customers for a free consultation by August.

3 Product/Service

Pick the product or service you want to promote to help you achieve your marketing goal. It should either be your best seller or an offering that is popular with different customer groups.

Product/Service:

Now list 2-3 different types of customers that may be interested in your chosen product or service and what aspects of your offering they may like.

1. like my offering because .
2. like my offering because .
3. like my offering because .

Example for custom floral arrangements:

Busy people like my offering because flowers are a fast and easy gift choice.

Couples like my offering because bouquets say I love you, I'm sorry and everything in between.

4 Marketing Strategy

Achieve your marketing goal by selecting the best ways to market your product or service to the people who are interested in it. Good marketing plans include multiple ways to reach customers, but for now pick one that has the payoff you want and a time and resources commitment you can handle.

Local listings

Payoff: Reach customers in your area and drive local sales

Commitment: One-time setup with weekly to monthly updates

Example: Claim your Google Places page

Online ads

Payoff: Get your products and services in front of people looking for them

Commitment: One-time setup, per-click costs, and weekly updates

Example: Create an ad campaign for 'custom floral arrangements' using Google AdWords

Organic Search

Pay off: Improve your website to rank higher in search results

Commitment: High level of initial effort and updates as needed

Example: Create a useful, information-rich site, and write pages that clearly and accurately describe the content

Social Networking

Payoff: Create a community of customers

Commitment: One-time setup with hourly or daily updates

Example: Create a page for your business on popular social networking sites

Discount & Deal Sites

Payoff: Drive business to your website or brick-and-mortar location with incentives and group discounts

Commitment: Setup on as-needed basis. Low cost but may impact profits

Example: Offer 10% off on Tuesdays via top discount/deal sites

Review sites

Payoff: Get customers to rate and recommend your products and services

Commitment: One-time setup with minimal updates

Example: Send emails to customers asking them to review your product on top sites

Action Steps:

Determine the steps you need to take in order to bring your chosen marketing strategy to life.

Marketing Strategy:

Step 1:

Step 2:

Step 3:

5 Selling your product or service

No matter which marketing strategy you choose, selling your product or service is necessary. To figure out the best way to sell your product to the people interested in it, write an ad.

Use one of your customer types from above and the reason they like your offering to write a compelling ad. Use these three tips to guide you:

1. Avoid jargon and talk about your product or service the way a customer would
2. Think about the customer's needs and desires and call them out in headlines and descriptive text
3. Tell potential customers what you want them to do next with a direct call to action like "Shop now" or "Sign up"

Write your ad

Headline:

Descriptive text:

Call to action:

6 Budget

To achieve your business goal, you'll need to budget the time and money you'll spend on your marketing strategy. Use the time and cost estimates from your Action Steps to complete the following equation:

$$\begin{array}{ccccccc} \$ & \boxed{} & + & \boxed{} & \times & \$ \boxed{} & = \$ \boxed{} \\ \textit{Up-front or setup costs} & & & \textit{Hours spent managing} & & \textit{Your hourly rate} & & \textit{Marketing strategy costs} \end{array}$$

7 Track your results

Always track your progress to make sure you're getting the results you want. There are different ways to track your success depending on the marketing strategy you choose.

If you advertise online with **AdWords**, you can use reporting features and **Google Analytics** to track clicks and customers. For information on **Google Analytics**, visit www.google.com/analytics.