

Goals

List the goals you want to accomplish with your marketing efforts. Examples: gain brand awareness in the community, attract new customers, reach 1000 Facebook Page likes, respond to customer feedback, etc.

Audience

Determine the key audiences (1-3) you want to target with your marketing efforts. Example: Females between the age of 25-35 who are single and interested in sports, or 55+ couple who live in this area but are interested in traveling on weekends.

Platforms or Mediums

Identify where you are going to focus your efforts. This can be a specific social network, your website, another website, print or radio. The more places you are creating content, the more time commitment is required. I recommend starting with a social network and your website.

Content Ideas

Start by identifying 5 different types of content you can create that customers and potential customers will find interesting. Examples would be: common asked questions, industry opinions, success stories (showing how someone else used your product) and team profiles.

Who and When

The final step is to identify who is going to produce your content and when they will do it. Will it be you? Will it be another team member? Or will you hire someone? Once that is decided give them a realistic amount of time to produce this content on a regular basis.