

MY MARKETING PLAN

A marketing plan is a road-map. It is your plan for how you are going to promote yourself and reach your audience. It's important to have a plan and to work the plan. Your plan should include a mix of marketing channels such as: social media, email marketing, content marketing, community-based/local marketing, paid advertising.

Marketing Objectives

Set concrete goals

Short-Term:

Long-Term:

Target Audience

Consider: age, income, family, location, their likes/dislikes, expectations

Marketing Blueprint

Outline the precise things you will do to market yourself. Be specific.

1.

2.

3.

Budget and Timing

Set firm deadlines.
Commit to it and stick with it.

1.

2.

3.

Give your marketing strategy time to work, track your results, evaluate and tweak for more results. Keep records so you can see what has and has not worked