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THE 5-PAGE MARKETING PLAN

YOUR FILL-IN-THE-BLANKS GUIDE TO MARKETING SUCCESS



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BUSINESS OVERVIEW

BUSINESS PURPOSE

Describe the purpose/objective of your business in 25 words or less...

COMPETITIVE ADVANTAGE

List 5 factors that are your main point of difference in the market...

1	
2	
3	
4	
5	

BUSINESS GOALS

What are your top 3 business objectives for the next 12-24 months?

1	
2	
3	

MARKETING GOALS

How many new customers/orders do you need to achieve your goals?

Per Year		Per Month		Per Week	

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IDEAL CUSTOMER

IDEAL CUSTOMER ___

Describe your ideal customer or target market in 25 words or less...

DEMOGRAPHICS

Complete below as best as you can...

Age		Income	
Gender		Education	
Family Status		Interests	
Location		Socials	
Profession		Networks	

PSYCHOGRAPHICS

List the 3 biggest PROBLEMS, FEARS, WANTS & ASPIRATIONS of this Target Market...

PROBLEMS (List Top 3) 1. 2. 3.	WANTS (List Top 3) 1. 2. 3.
FEARS (List Top 3) 1. 2. 3.	ASPIRATIONS (List Top 3) 1. 2. 3.

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CAPTURE STRATEGY

What are the main ways your business captures leads?

1	
2	

NURTURE STRATEGY

What are the main ways your business nurtures your leads?

1	
2	

CONVERSION STRATEGY

What are the main ways your business converts leads into sales?

1	
2	

OPTIMISATION STRATEGY

What are the main ways you increase sales with current customers?

1	
2	

REACTIVATION STRATEGY

What are the main ways you reactivate past customers?

1	
2	

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MARKETING TACTIC PLANNER ___

Name of Tactic	
Brief Explanation	
Describe Success	
Who is Responsible	
Who/What Can Help	

ACTION STEPS

List the 5 main steps to implement this marketing campaign in your business...

1	
2	
3	
4	
5	

CAMPAIGN SUMMARY

List how you measure the success of this campaign...

Current Result		Desired Result	
Max Budget		Desired CPA	
Start Date		Review Date	

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RESULTS TRACKER

PROSPECTS: How are you going to measure your Prospects?

Current #/m		Desired #/m	

LEADS: How are you going to measure your Leads?

Current #/m		Desired #/m	

COST PER LEAD: How are you going to measure your Cost Per Lead?

Current #/m		Desired #/m	

SALES: How are you going to measure your Sales?

Current #/m		Desired #/m	

AVERAGE SALE: How are you going to measure your Average Dollar Sale?

Current #/m		Desired #/m	

RETENTION/REFERRALS: How will you measure your Retention/Referrals?

Current #/m		Desired #/m	

Congratulations for completing your 5-Page Marketing Plan. Now, go make it happen!!

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LEARNINGS

What are the top 3 things you learnt from completing your marketing plan?

1	
2	
3	

ROADBLOCKS

What are the 3 things that will hold you back from achieving the goals in this plan?

1	
2	
3	

NEXT STEPS

What are your immediate next steps to start implementing your new marketing plan?

1	
2	
3	
4	
5	
6	
7	

Congratulations on completing your 5-Page Marketing Plan. Now get help & make it happen!

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