

- Marketing Plan PDF for 2019 -

How To Create a Professional Marketing Strategy for 2019

This is the ultimate marketing strategy guide for 2019.

Listen up:

This is NOT a lame guide that lacks actionable strategies.

This is a step-by-step, comprehensive, in-depth guide that holds your hand through the creation of a marketing strategy that BOOSTS leads.

Learn exactly how to grow your business in 2019 by scrolling down.



Don't have time to read the whole guide now?

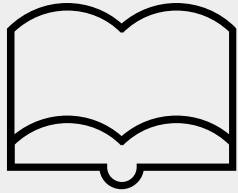
**HOW TO CREATE A
MARKETING
STRATEGY FOR
2019:**



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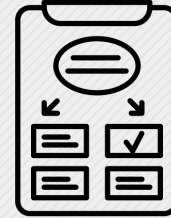
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and Outline



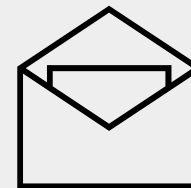
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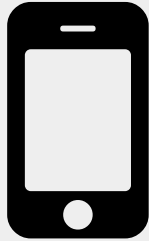
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CHAPTER 1:

Marketing Strategy Definition

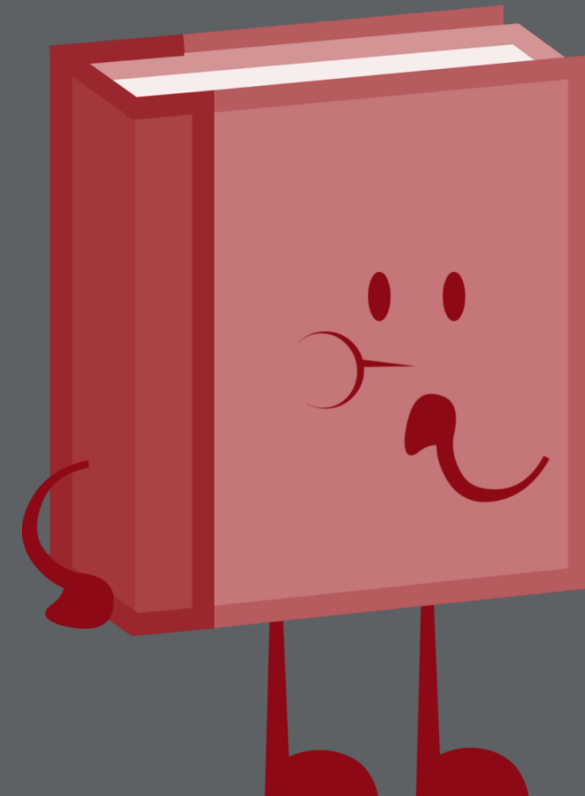
Great marketing plans take time.

It requires an understanding of which marketing channels will work best for your industry.

We're getting ahead of ourselves...

Before you can get into the weeds of creating a lead-producing, brand awareness-boosting, and money-generating marketing machine, you've got to understand what a marketing plan is and why it's important.

Don't skip this section:



This lays the foundation for everything you'll create moving forward.

What is a Marketing Plan?

A marketing plan is guiding process - including specific strategies, tactics, deliverables, and actions - that results in effective marketing, whether that be increased leads, brand exposure, or sales.

A lot of people think a marketing plan is just a piece of paper.

Or maybe a couple of Powerpoint slides.

But a real marketing plan is much more than that:

Think of yourself like a mountain climber. And your goal is to reach the peak.

Now, think of the marketing plan that you create as your sherpa..

A sherpa guides people on the mountain. They prevent people from falling in crevasses. They avoid dangerous, avalanche-prone areas.

Your marketing plan will do the same thing. It'll guide you towards your goals while avoiding pivotal mistakes that cost your business money.



Purpose of Marketing Plan

The purpose of your marketing strategy is simple:

The main reason you should have a strategic marketing plan is to keep you on track to reach your marketing goals.

By creating a well-organized plan, you'll have a roadmap to success.

There are also other reasons:

1. It'll hold you accountable.
2. It'll create metrics that you can track.
3. It'll ensure cross-team visibility so that other units know what the marketing system looks like.
4. It'll poke holes in your "mental marketing ideas" that seem better than they are in your head.

CHAPTER 2:

Marketing Plan Steps

Creating a marketing plan isn't easy.

Forbes understands that a lot of marketing plans can fail... We do too.

Here's why:

Marketing plan templates really don't work that well...

I know, sorry to burst your bubble.

Each business is different. So why would you follow someone else's strategy?

Thankfully, there's a process to creating an advertising plan that works:



This next section shares the exact process.

What Has Worked In The Past?



Before you do anything, do this:

Take out a pen and paper.

We're serious... This is an actual exercise that you *need* to do. So take out the pen and paper. This will only take 5 minutes.

And start to think about the past.

Write down every advertising strategy that has worked in the past:

"Going to local coffee shops with flyers."

"Creating new content on our website"

"Getting our current clients on the phone and asking for referrals" (yes, this is a form of "marketing")

"Running a free special for new customers"

Did you stop using any of these strategies that have already been **proven** to work? If so, why?

These are important things to know

Research Digital Marketing Trends

We've got an article that shares the upcoming marketing trends for 2019.

Don't spend too much time on this. You don't want to overwhelm yourself.

Here's what we recommend:

We're fond of the idea of "copying success."

No, this isn't plagiarizing.

Let's say that you own a couple of medical spas and you're hoping to develop an incredible advertising strategy that increases your business.

The first thing you should do is research the medical spas that are *crushing* it.

If you own medical spas in the Portland, OR and Seattle, WA area, then research "medical spa San Francisco" or "medical spa Miami."

Look at what they're doing for local marketing (Google My Business through Google Maps). Look at their website and how it's structured. Look at their social media.

Then, you can integrate some of those advertising ideas in your plan.

Marketing Plan Outline - What To Include



Components of a Marketing Plan

You Need To Know The End Marketing Goal

To create an effective marketing strategy guide, you need to understand what the end goal is.

You need to have that goal written down, too.

Why?

Without having a clear direction and defined goals, you won't know the best strategy to use.

Not only that, but you're more likely to succeed if you have goals written down:

A University of California study found that "you become 42% more likely to achieve your goals and dreams, simply by writing them down on a regular basis."

How to structure your goal?

Here's the structure we like:

By _____, we will increase/generate/create [insert number] _____.

Here are some great marketing goal examples:

"By July of 2019, we will generate 30% more leads through our website each week"

"By December 31st, 2019, we will create a a referral program that results in 2 new clients per month"

Write down your goal.

Know Your Target Audience

You could have the best marketing plan out there.

But if you're targeting the wrong people, then it doesn't matter.



[Entrepreneur.com](https://www.entrepreneur.com) shares some great tactics on how to create a detailed target audience.

How to target the right audience?

You need to develop a persona.

A persona is your ideal client. You need to understand *everything* about them.

Give them a name. Like Rachel or Ryan.

Then, when you're creating your marketing strategies, you can think "Would Rachel/Ryan connect with this?"

How old is Rachel? How much money does she make? Does she live in a house or apartment? Does she use Instagram, Facebook, or Pinterest more? What is Rachel passionate about? The environment? Her career?



Write down your ideal customer persona. Know him or her well.

Differentiation



Image Credit

How is your business different than others in the industry?

Differentiation is what sets your business apart.

It may be price:

You could be WAY cheaper than everyone else.

It may be your product:

You could have additional features.

It doesn't matter how you're different. It just matters that you understand how you're different so you can leverage that in your marketing.

Your Main Advertising Channels

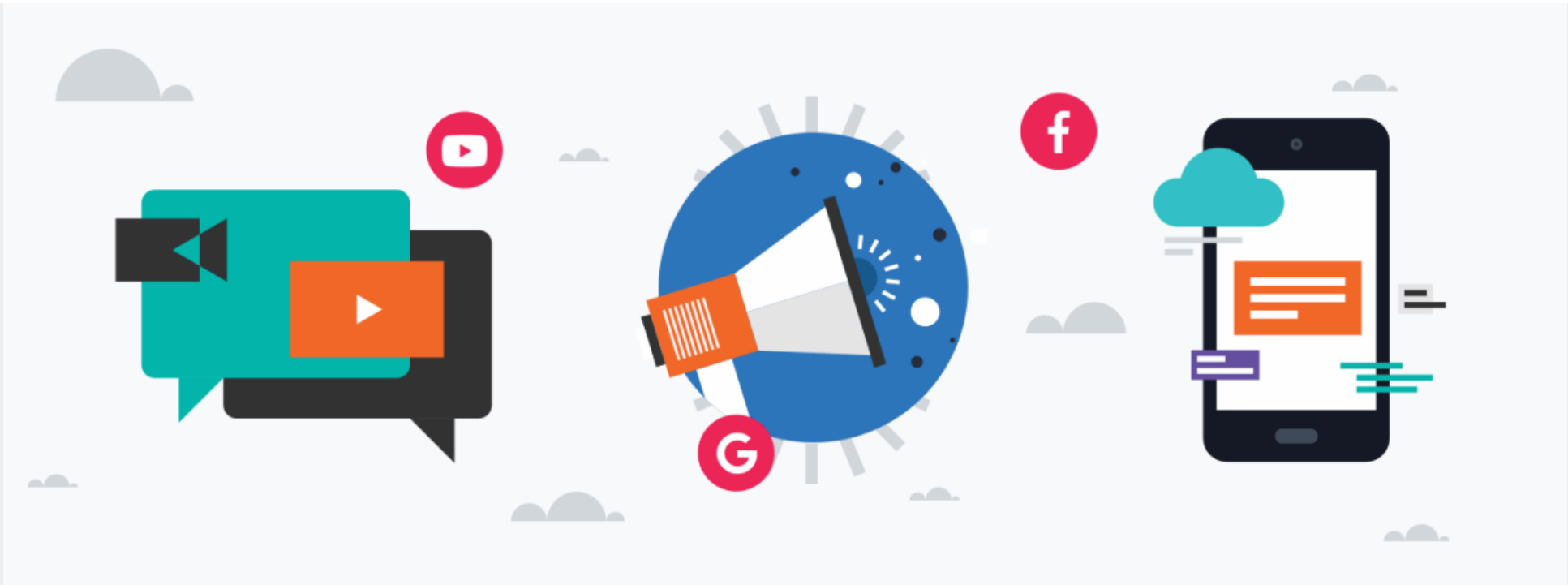


Image Credit

For some businesses, creating content for social media is their **entire** business.

They make money off of affiliate fees.

For them, social media is their main advertising channel.

But that's not the case for every business:

Other local businesses, like a marijuana dispensary, gets the majority of their new business through their local marketing efforts on Google Maps.

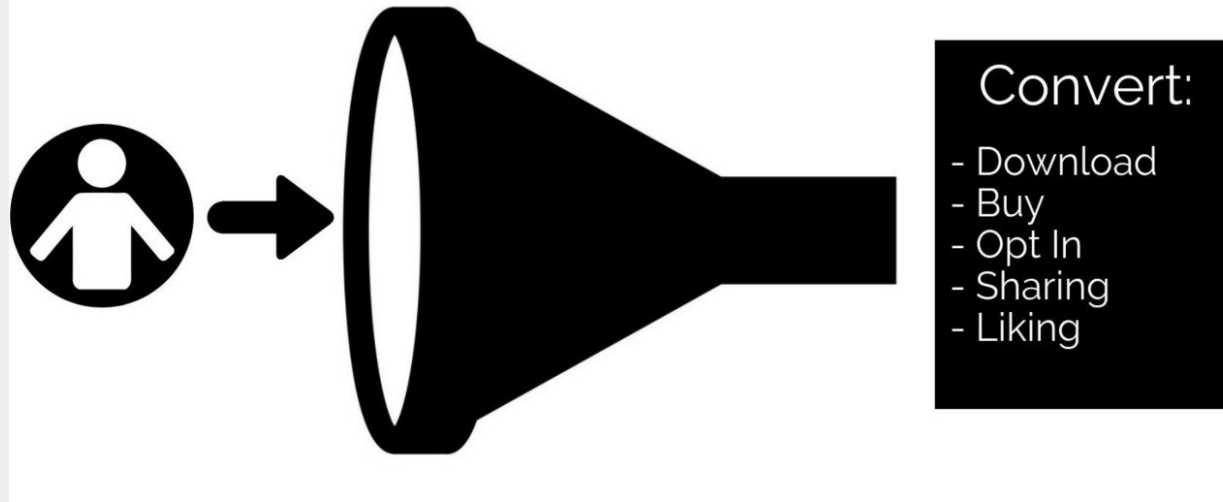
People pull out their smartphones and type in "weed near me" - whichever dispensary shows up first, with the best reviews, wins the business.

For them, Google My Business optimization within Google Maps is their main channel.

Figure out what your main channels are, in order of importance.

Once you know your main channels, you'll be able to develop a budget and plan that makes the most sense.

Conversion Strategy



What's the point of marketing?

Seriously, think about it:

What's the point!?

The point of marketing is to convert people to take action.

Your website could "convert" someone to download a free PDF so you can get their name, email, and phone number.

A Facebook ad could "convert" someone to actually buy something.

At the end of the day, marketing is about converting:

So, as you develop marketing strategies, think about what people want. What would get them to take action? A free online guide? A 50% off redeemable coupon?

Find something that your ideal customer can't say "no" to - then build your conversion around that.

A Calendar With Deliverables

If you have all the other pieces of your marketing plan solidified, polished, and perfect, but don't have a calendar, then you're set up for failure.

A **marketing calendar** is probably the most important piece of your marketing plan:

How detailed does your marketing calendar need to be?



We understand that you may not be able to plan every social media post for the whole year...

Or have the topic idea for every piece of content for your website during 2019.

But, knowing when you'll post on social media (how many times per week), how many pieces of content you'll push out each month, how many promotions you'll have (and when you'll have them), is important to know.

Create as detailed of a calendar as possible.

Stick to it as best you can. Remember, this isn't set in stone. If something changes, then update the calendar and keep pushing.

Marketing plan executive summary - do you need to create one?

We don't think so.

The closest thing to an "executive summary" that you need to have ingrained in your brain is your marketing goal.

You've written it down.

That goal will guide everything you do.

Tape it to your desk. Put it as your screensaver on your computer.

Who cares about an executive summary... The marketing plan shouldn't be ridiculously complex to the point where you *need* an executive summary.

CHAPTER 3:

Your 2019 Local Marketing Plan

If you're a local business, then this is probably your main strategy.

We can prove why this is so important:

Most people search for local businesses from their smartphone.

And most people use "local searching factors" like "near me" or "in Seattle."

So, if you're not found for those local searches (especially in the Google Map Pack), then you're in trouble.



Google My Business - Why It's The Most Important Local Marketing Strategy

SEO does NOT work like it used to:

It's not as effective as ranking in the Google Local Pack.

We can prove it right now.

Local micro moments are what spark action:

According to Google, 75% of people search locally from their mobile device.

So, people will put out their smartphones and type in something like "barber shop near me" or "best financial planner in Las Vegas"

We know that **over 50%** of these "near me" searches result in people actually going into a physical location/store to buy something.

But which business do they choose?

Let's assume that someone lives in Portland, OR and they're looking for a dentist.

They pull out their iPhone and type in "dentist in Portland"

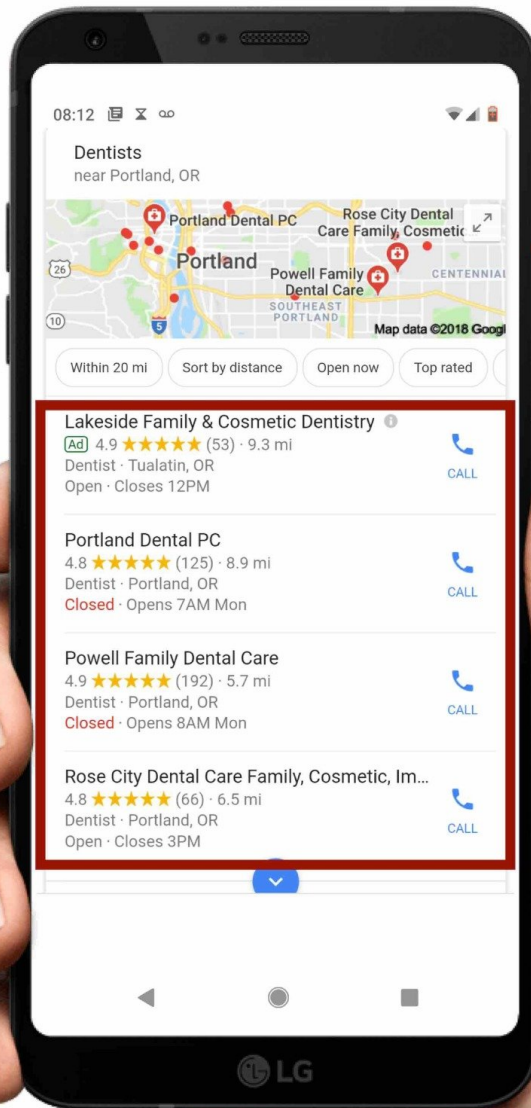
What is the first thing that people see when they conduct a local search like this?

They see paid ads.

But, we know that less than 4% of people click on Google AdWords at the top...

So where do the clicks go to?

Take a look at the image below:



That is the Google Local Pack. And that's where the majority of initial clicks happen for local searches. People will either call, or visit the website, of the business with the best reviews and the most reviews. If you're not found within the Google 3 Pack, then you're missing out on tons of business.

Google Local Pack: The Most Lucrative Spot On The Internet

This is the most important spot for a local business.

A search like "dentist in Portland" gets 210 searches on Google each month.

That's over 2,200 searches a year.

And with the majority of clicks happening in the Google 3 Pack, you need to do everything you can to rank.

How do you rank in the Google 3 Pack?

It's a semi-complex process, but here the 3 most important things you can do right now to increase your rankings:

1. Optimize your Google My Business (title, category, images, description, etc)
2. Boost and confirm local citations (we'll get to this a little lower)
3. Increase positive reviews

Local Citations

Local citations are a critical (yet overlooked) aspect of increasing your local rankings.

But, what are they?





What is a local citation?

"Local citation" sounds fancy and complex, but it's not.

It's simpler than you think.

A local citation is where another website mentions your website's NAP (name, address, and phone number).

Having your business's NAP on local directory sites - Yelp, Yahoo, Angie's List, etc - will boost your local visibility in Google's eyes.

How to create lots of high quality local citations?

There are **local citation services** out there that can help you create dozens of high-quality citations that'll boost your local authority.

Whatever you do, don't try to create them manually. That would take forever!

Review Generation

91% of people read reviews before making a choice on a local business.

Over 80% of people trust online reviews as much as they trust a persona recommendation.






But, who cares about the stats:


Let's be logical for a minute.

Take a look at the 3 businesses below that show up when we type in "dry cleaner in Portland"

Map data ©2018 Google

Rating ▾ Hours ▾ Your past visits ▾

| | | |
|---|--|---|
| Artistic Dry Cleaners & Laundromat 4.0 ★★★★★ (39) · Dry Cleaner 7460 SE 82nd Ave · (503) 771-4810 Open · Closes 5PM |  WEBSITE |  DIRECTIONS |
| Portland Cleaners 3.8 ★★★★★ (24) · Dry Cleaner 105 NE 8th Ave · (503) 239-4100 Open · Closes 4PM |  WEBSITE |  DIRECTIONS |
| Blacks Dry Cleaners 4.3 ★★★★★ (11) · Dry Cleaner 4615 SE Hawthorne Blvd · (503) 432-8131 Open · Closes 3PM | |  DIRECTIONS |

 [More places](#)

Here's what we know (disregard that people choose dry cleaners closest to where they live or work).

Which business would you click on first?

You probably will not click on the second business right away.

They have a 3.8 star review, whereas the rest have a 4-star or above.

The top dry cleaner has the most reviews, and it's above a 4-star review.

Most people will probably click to their website or call them first.

It's common sense:

People will choose on the business with the highest rated reviews and the most reviews.

You need a review generation strategy:

Create a system to generate reviews.

It may be an SMS system that follows up with first time clients.

Or an email drip campaign.

Or maybe you just ask people to leave a review (this one works the best).

GeoFencing - Should You Use It?

For most local businesses, geo-fencing is a little advanced.

If you haven't optimized your Google My Business or focused on increasing reviews, then you shouldn't put time or money towards geo-fencing.

What is Geofencing?

Geofencing is when you use GPS and other local data signals to target people in a particular area.

Geofencing is mainly used for paid advertisements, like social media marketing or Google AdWords.

This article won't get into the details of geofencing.

Knowing that it exists is important, especially if your clients are clustered in a specific part of town (like a couple of square blocks).

CHAPTER 4:

Your 2019 Social Media Marketing Plan

Oh, social media marketing...

The most talked about, misunderstood marketing out there.

For e-commerce businesses, social media is HUGE. There are particular strategies that encourage growth and awareness.

For local businesses and most small startups, social media marketing is *realistically a waste of money.*



We'll walk through some basic social media marketing strategies below.

How To Do Social Media Marketing Right in 2019

You already know how prevalent social media is:

- **1.37 billion** people visit Facebook every day.
- **71%** of people who had a positive brand experience on social media will recommend to a friend.
- Instagram generated **over \$2 billion** in ad revenue for business users last year.

While these social media marketing stats are enticing, they don't guarantee success.

The benefits of social media marketing are there. It's simple to see.

But, we warn many businesses against spending too much time, effort, money, and resources into their social marketing strategy.

Here's why:

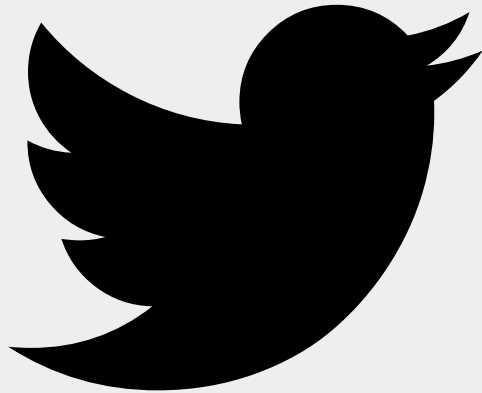
When done wrong, social media marketing doesn't work. And doing it "wrong" is easier than you think...

What's the goal?

Set a realistic goal for social media.

Is it to increase your followers by 25%?

Is it to bring in \$35,000 worth of new clients?
\$35,000 of product sold through Instagram?



Is it to develop a private Facebook "tribe" that has over 100 people by the end of the year?

Whatever the goal is, have it written down:

We already explained the importance of writing down goals in the sections above. Do it.

Have a Clear Understanding Of Your Social Media Audience

Targeting a specific social media audience makes reaching your goals much easier.

How do you create a social media audience?

We recommend taking a look at this [guide](#), which shares the average demographics and behaviors for audiences on each social media platform.

It comes back to your customer persona:

Remember when we discussed Rachel and Ryan from above?

Rachel and Ryan are your ideal customers. You should already know everything about them:

Their age.

Their hobbies.

What they like. What they don't like.

This will allow you to create hypertargeted audience segments on your social media marketing plan.

Social Media Content Is The Golden Ticket

Don't be naive:

You know that the only way to increase social media followers, to boost brand awareness, and create a cult following, is to create engaging content that people love and find valuable.

There's no real shortcuts in social media advertising.

You have to create compelling and interesting content that people love.

It can be practical content, like this YouTube video below from a local, small bike shop in the mountains of Wyoming. They got over 11,000 views on this quick video.



How To Pump Kids' Bike Tires

11,499 views

42 9 SHARE SAVE ...

No Matter What, You Need Entertaining Content In 2019

Social media marketing tips and tricks aren't enough anymore.

Providing "useful" content also probably won't be enough in 2019.

People are overstimulated and have short attention spans.

They want to be entertained:

You need content that entertains people. That releases endorphins (that's what they want from social media).

So, don't be afraid to go out on a limb and do something crazy or different with your social media strategy.

It'll help you stand out.

CHAPTER 5:

Your 2019 Content Marketing Plan

Content marketing, on average, costs 41% less per lead than any other form of marketing.

It works.

And it's not that hard to do.

This section will explain how to create a content marketing plan for 2019 that'll generate leads, boost your SEO, and increase brand awareness.



What Is A Content Plan?

A content plan is a written strategy for how you'll generate leads, increase online exposure, increase your organic SEO, and connect with potential customers through content. A content plan can focus on articles, infographics, videos, live videos, FAQs, and much, much more. Content is not just blog posts - there are a wide variety of types.

Content Strategy Plan - What Does Your Audience LOVE?

This article shares the **8 different types** of content that you can use for your business.

It's your job to determine what sort of content your audience connects with the most.

Ask yourself:

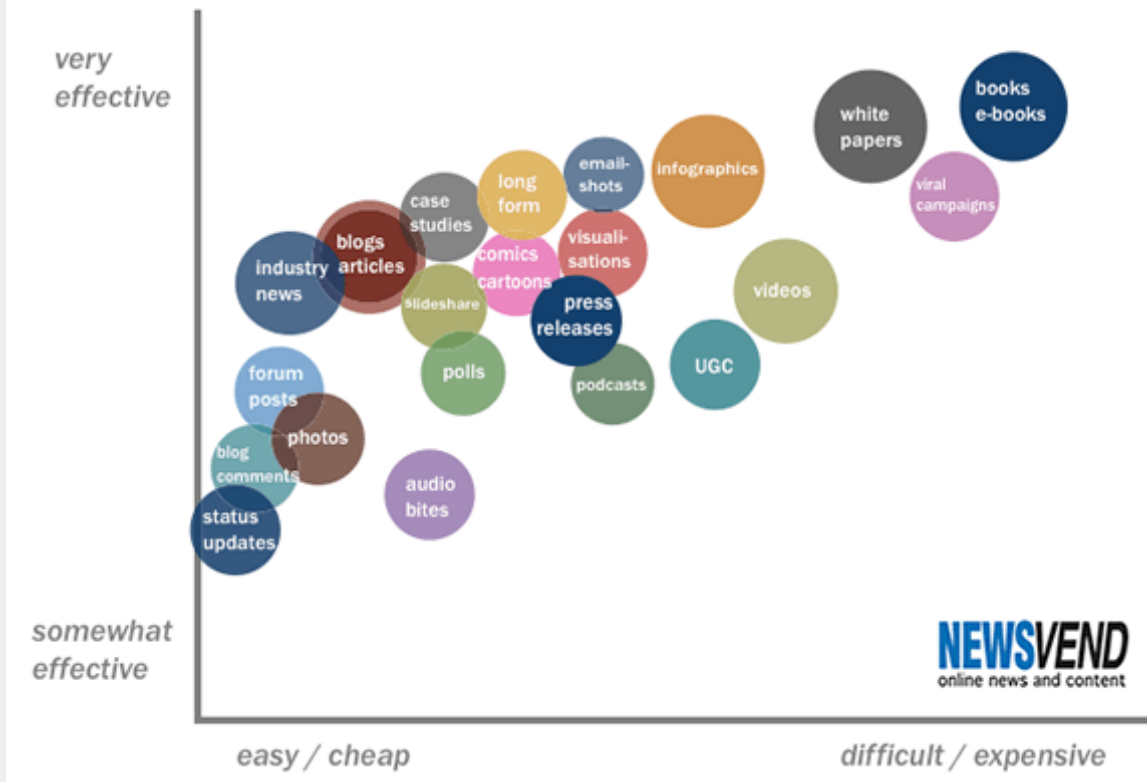
Does my ideal client prefer to read lengthy articles, watch short videos, take online quizzes, or engage with live videos on Instagram?

There are more content ideas than that - but it's your job to determine how people will best connect with your content.

The [Content Marketing Institute](#) shared the types of content and their effectiveness.

Remember, the image below is a general consensus across industries. This may not be accurate for your industry.

Types of content



Content Marketing Ideas - Generating Topics Easily:

Sometimes it can be hard to come up with content ideas for your business.

Because of that, we've shared some resources that help you come up with some resources that'll help you speed up with idea-generation phase.

Feedly:

This website helps you keep up on the latest content trends.

It shares all the articles that are trending for a particular industry as well as gives insight into potential future content ideas that could perform really well.

BuzzSumo:

This website helps you learn about what articles are trending in a particular niche.

It also allows you to keep tabs on what your competitors are doing and how their content is performing.

ImpactBnd:

Once you have your topic, this website helps you craft compelling titles that increase click-through-rates and interest.

Keyword Research For Content Marketing:

SEO content strategy often comes back to keywords.

Keywords are NOT everything:

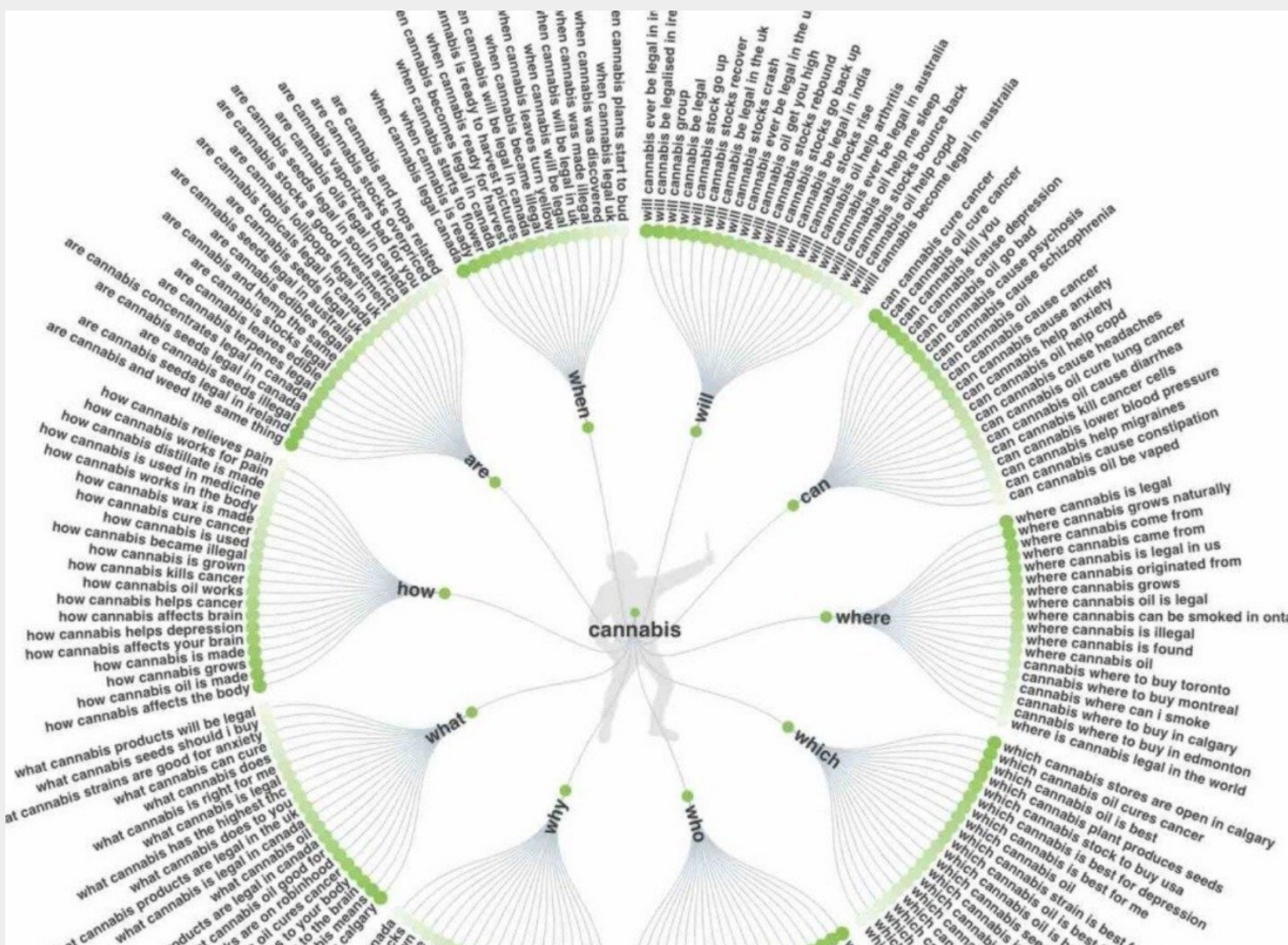
Whatever you do, don't stuff your content with keywords. Google's algorithm is more advanced than it used to be and now focuses more on user engagement, dwell time, and more.

But, with that being said, keywords still matter.

AnswerThePublic:

This cool website shares questions that REAL people are asking around particular topics.

For example, if I type in "Cannabis," this is what comes up:



competitive the keyword is, and more.

CHAPTER 6:

Your 2019 Email Marketing Plan

Email marketing is changing in 2019.

Thankfully, it's still worth the investment:

Recent research found that for every \$1 you spend on email marketing, there's an **average return of \$32**.

But, how do you create an email marketing strategy that works?

This section will walk you through exactly how to do that.



What Is Email Marketing And How Does It Work?

Email marketing is a form of direct marketing where a business sends email(s) to a prospect in order to convert them into a paying client. It works by capturing someone's email (usually through an opt-in form on your website), and sending them follow-up emails through a nurture campaign until they're ready to take the step to buy.

Email Marketing Stats

- Email has a **median ROI of 122%** – over 4x higher than other marketing formats including social media, direct mail, and paid search.
- Based on the results of 80% of people, they've experienced **increased customer acquisition and retention** through email marketing.
- **Over 50% of emails** are opened from a smartphone.



How To Collect Email Addresses On Website

This is the biggest question that people have.

They can build an email marketing automation that works... But they don't have an email list to send those emails to!

Before we explain how to get a list of email addresses for free (besides the manual optimization work you'll put in on your website), we need to share how the entire email marketing strategy works

together.

This will all make sense after reading the next session. Just stay with us.

Email Marketing Plan Example:

We will lay out a basic (yet effective) email marketing plan for your business:

You Need a Email Marketing Automation Platform

There are tons out there, like [ActiveCampaign](#), [Infusionsoft](#), [MailChimp](#), and more.

Do some research on which platform will work best for your goals.

How To Build An Email List From Scratch

You'll need to build a website or landing page that converts.



How do you do that?

You have to offer them something that is HARD for them to say "no" to.

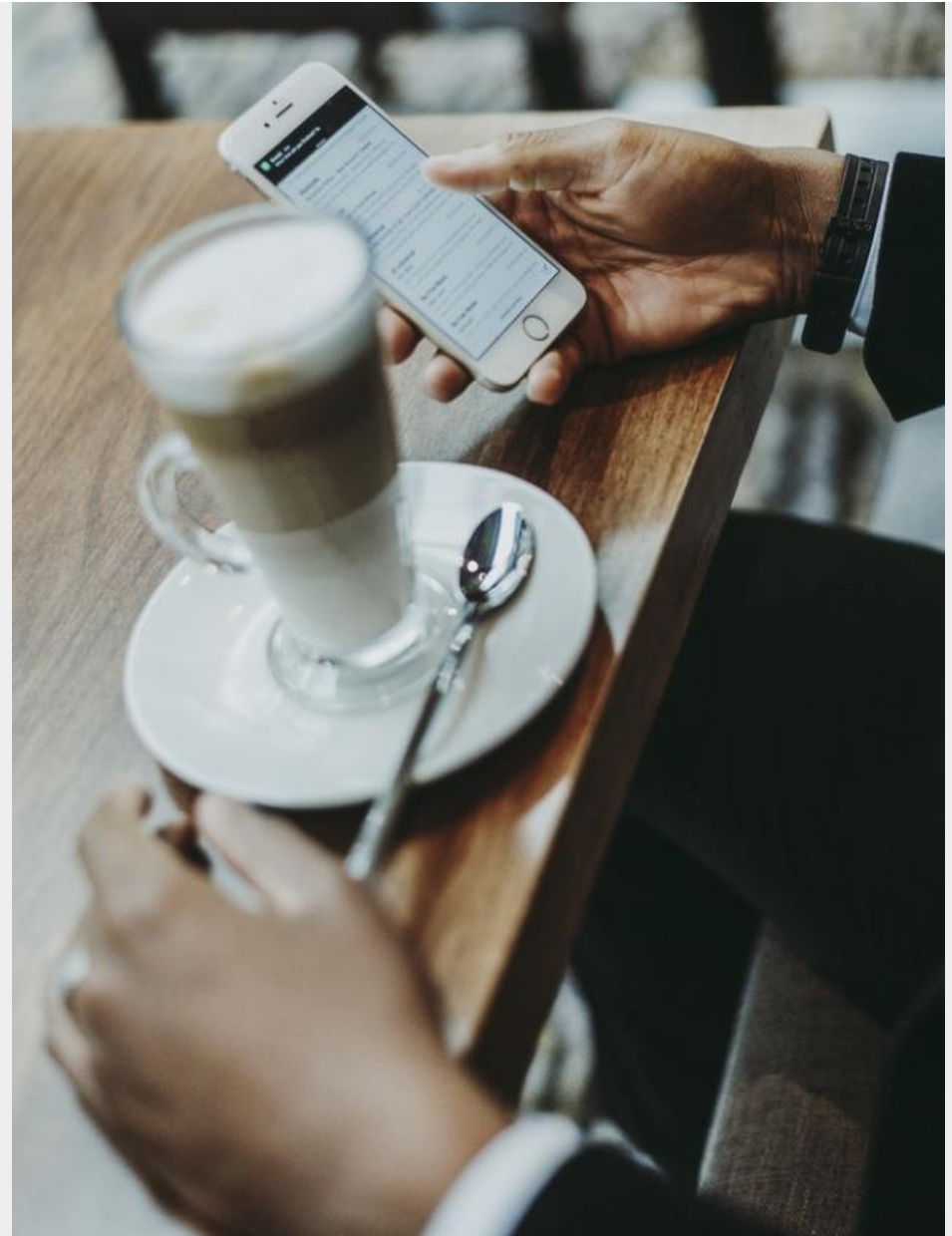
If you simply have something like "Click Here To Subscribe To Our Newsletter" then don't expect people to opt-in...

Here are some options for opt-ins that have been proven to work:

- Free guide
- Free e-book
- Free consultation with an expert
- "Member" status with additional content

Figure out what YOUR audience wants:

Each industry is different. So do your research.



What's The Goal For Your Emails?

If you don't have a clearly defined goal, then you can't track it...

How will you know if your email marketing plan is working if you don't know the goal?

Here are some common email marketing goals that you can base your campaign off of.

1 **Increase conversion rates:**

This is the ultimate goal. Who doesn't want more clients/customers/members?

Track the number of people who buy your product or service from your email campaign. Then determine if the ROI is worth it.

2 **Increase engagement:**

Engagement is synonymous with brand awareness. The more engagement you have, the more people know that your business exists.

3

You can track this through open rates, click through rates, and more.

Increase retention:

Email marketing isn't limited to just acquiring new clients.

It can also be used for retaining current clients.

Set up a couple of segmented email drip campaigns for current clients to increase retention rates.

Automated Emails: What Should You Send Your List?

Whatever you do, make sure your email marketing is automated.

The "trigger" of them opting in your website will set off the email marketing drip campaign.

Another thing:

Make sure you send them emails regularly. You don't have to bombard your audience with daily emails (unless that's what *they* want and what *they* respond to well).

The issue with a lot of email marketing is that the drip campaign only lasts 2-3 weeks.

And the email marketing process can take a long time to convert:

Sometimes it'll take folks over a year of receiving emails from you until they finally buy.

Reach out frequently.

But what should you send your list?

Value. Value. Value. Value. Value. Ask.

That should be your process.

Send them value-adding emails.

Whatever "value" means to your audience - it could be entertainment, tips, strategies, videos, or more.

Then, every once in a while, throw in an offer that your business has that can solve a critical problem of theirs.

Retention Marketing Strategies: Use Email Marketing

As we mentioned above, one of the goals of your email marketing strategy could be to retain current clients.

How does email marketing help retain clients?

Let's say you're a chiropractor.

And you're struggling to retain clients.

You could set up an email drip campaign that sends 2-3 emails per week and strategies to heal back pain, supplements that help with inflammation, stretches that increase mobility, etc.

Simply sending a series of emails (especially video emails) with value-adding content will make your patients more likely to stay with you longer and schedule more appointments.

CHAPTER 7:

Your 2019 Digital Marketing Plan

Digital marketing is vague...

For the sake of this article, we're going to treat digital marketing as SEO (Search Engine Optimization).

We know that digital marketing can be content creation, email campaigns, Facebook ads...

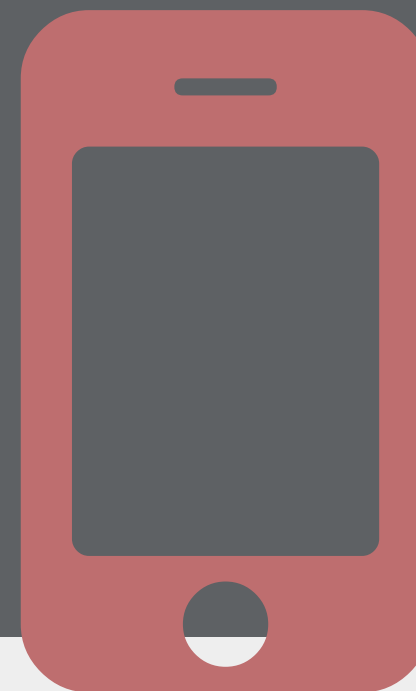
Any sort of marketing that involves a computer or smartphone is considered "digital marketing."

But, with 93% of online activities starting with a search engine (mainly Google), we know how important SEO will be in 2019.

The thing is:

SEO is rapidly changing.

We'll get you up to speed.



SEO Checklist 2019

Below, we'll share a simple and effective SEO strategy for 2019:

If you do the three things we mention below (and do them well), then you can expect your SEO to skyrocket in 2019.

SEO Ranking Factors 2019

What does Google's algorithm deem as the most important "ranking factors" for 2019.

According to Moz, a highly reputable site focusing on SEO statistics, these are the ranking factors that you need to know about in 2019.

- *Link Signals (the quality and quantity of backlinks to your site)*
- *On-page ranking factors (header tags, meta description, keywords, NAP, etc)*
- *Behavior Signals Through RankBrain (do people engage with your content? Do they bounce?)*
- *Quality of Content*
- *Mobile Friendly Loading Speed (mobile-first indexing)*

How To Do SEO

How To Do On-Page SEO

On-Page SEO is simpler than you think.

It's actually not hard at all.

Just follow this process:

URL Structure:

Is your URL structure targeting your most important keyword?

If you're trying to rank a piece of content for "best stretch for back pain" since it has 480 searches on Google a month and relatively low competition, then it would make sense to structure your URL like this:

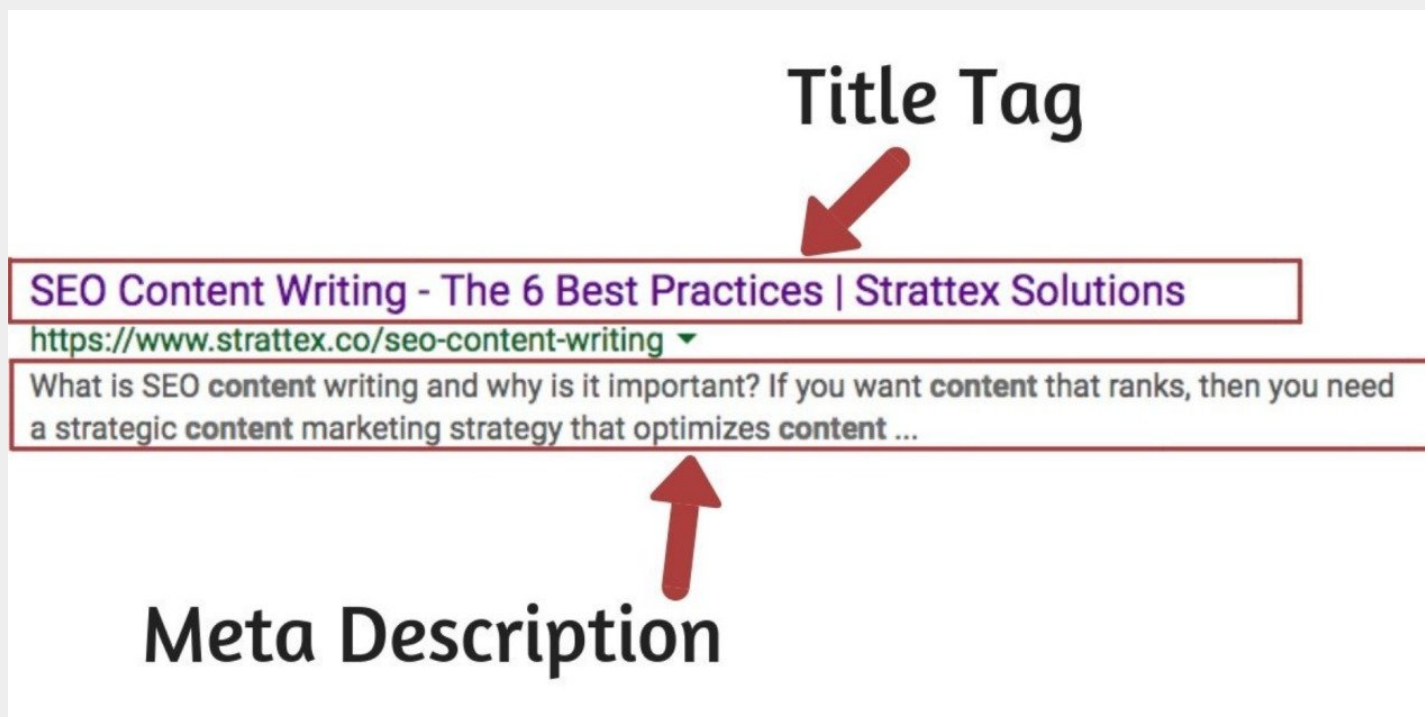
.com/best-stretch-for-back-pain

So, make sure to have your URL be an "exact match" to the keyword you're targeting.

Title Tag and Meta Description:

What's the title tag?

Take a look below:



Your title tag and meta description need to focus on keywords that are similar (but not the same) to your URL structure.

Also, incorporating numbers, like "The 5 best stretches for back pain," are likely to increase your click-through rate.

H1 Tag (and h2, h3, etc tags):

What is an H1 tag?

The H1, H2, and H3 tags are "header tags."

These let Google's algorithm know what the piece of content is about.

The H1 is often your title (not the same as the URL structure).

H2 are subheadings to the H1 tag.

H3 are subheadings to the H2 tag.

Take a look at this example:

h1: Get Rid of Back Pain With These 3 Stretches

h2: Stretch #1 - Hamstring

h3: Why do hamstring stretch for back pain?

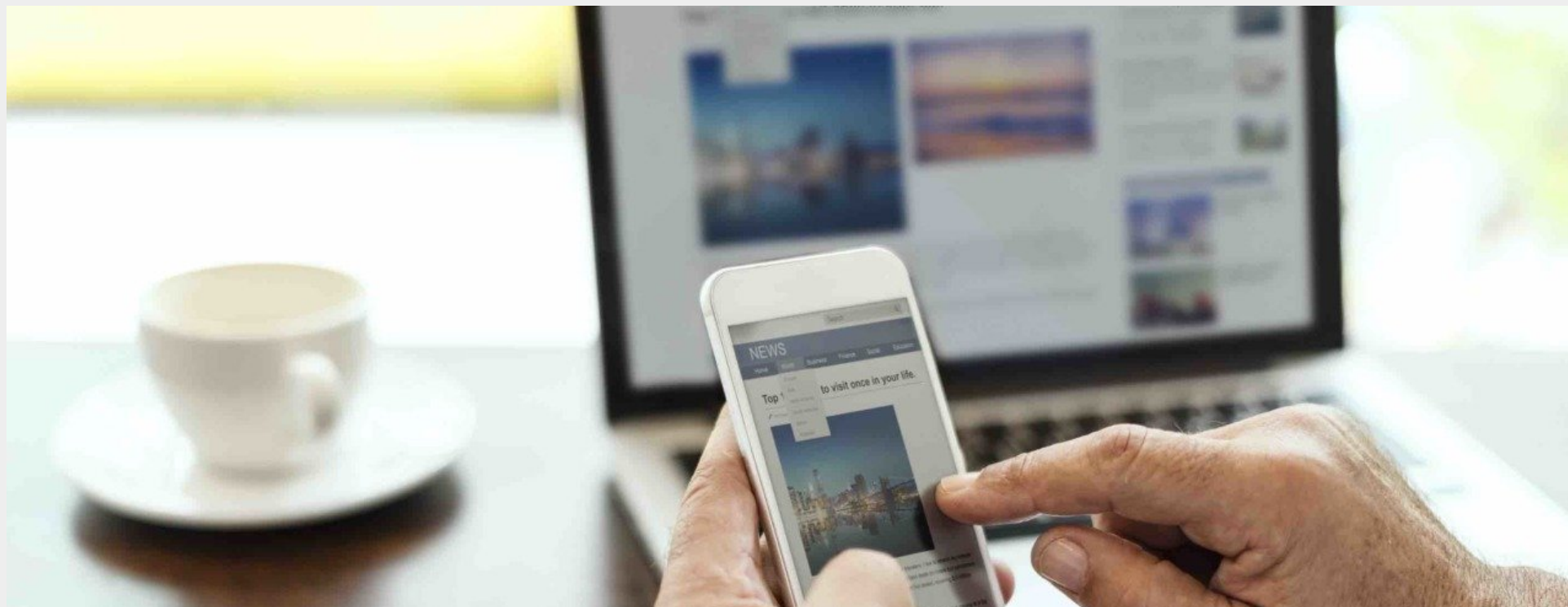
h3: How to do hamstring stretch

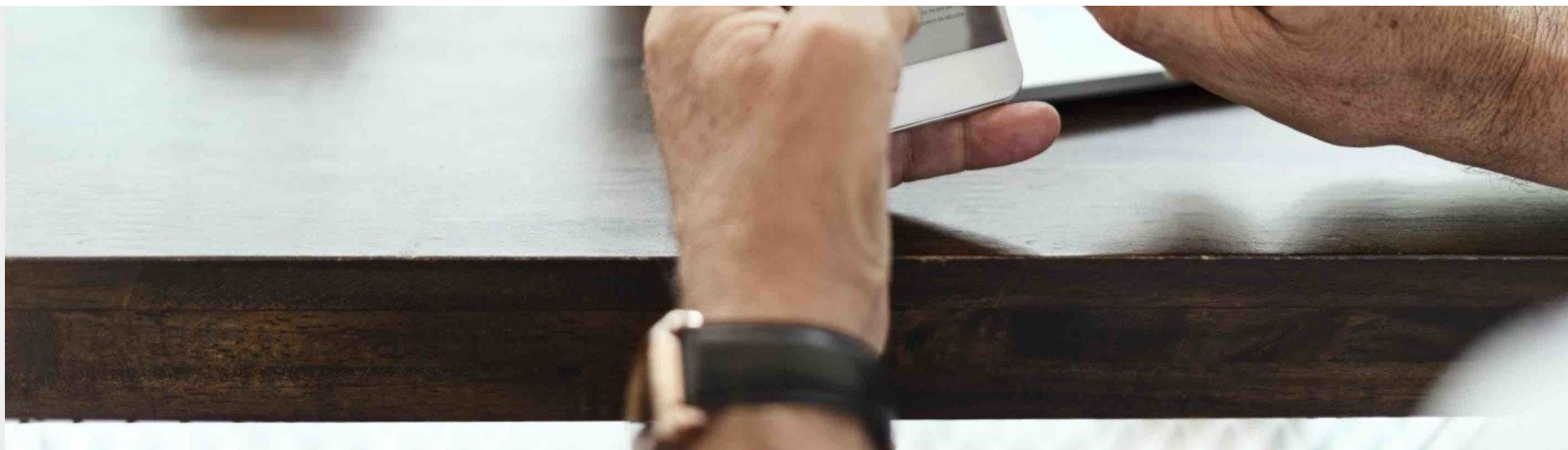
h2: Stretch #2 - Hip Stretches

h3: Why do hip stretches for back pain?

h3: How to do hip stretch

Hopefully the example above makes it clear how you should structure your content.





Keyword optimization:

We already taught you how to do keyword research in the content marketing section of this guide.

Add as many relevant keywords as you can to your content.

But whatever you do, don't do this:

Don't "keyword stuff" your content. Your sentences should make sense.

Let's just put it like this:

The average reader should not have a clue that you're adding in keywords.

How To Get Backlinks

Sure, there are sites out there that you can buy "guest blog posts" (aka backlinks).

According to Google's algorithm, this is NOT allowed.

So, how do you generate backlinks?

You need to create high-quality content that's worth sharing.

At the end of the day, if you create amazing content that people enjoy engaging with, they'll begin to share it.

Mobile Loading Speed

Not only will **people leave your mobile site if it**



loads slowly, but how quickly your mobile site loads (as well as how easy it is to navigate) is highly influential to your SEO.

First thing you should do RIGHT NOW:

Check how your mobile loading speed is using this tool by Google.

If your mobile site test comes back poor, then you need to take immediate action to fix it.

There lots of things you can do to increase your mobile loading speed, like decrease image file sizes or simplify your coding.

Content For SEO

The most important thing you can do to increase your SEO in 2019 is by creating engaging, high-quality content.

And, you should create LOTS of content:

By creating a lot of great content, you'll begin to increase your organic rankings, increase engagement on your website (which RankBrain loves), and boost your domain authority and trust flow.

Content is always a safe bet. Just remember to create content around what your audience will connect with.

CHAPTER 8:

Simple Marketing Plan Template: Pulling Everything Together

Think of your marketing strategy for 2019 like a machine.

Now, figure out how the pieces of the machine work together.

How does the social media marketing strategy integrate with the email marketing processes? Or the content marketing lead to a compelling conversion strategy?

This chapter will walk you through how you can view your marketing processes as a high-performing machine.



One of the most important things we've learned from our own marketing, as well as working with over

100 small business marketing plans, is that you can't do it all.

Realistically, for a small business, it's difficult to create an amazing overall marketing strategy while also trying to service your clients, manage employees, and everything else that comes with running a business.

So, when you're creating your overall marketing plan, focus on one thing at a time. And focus on the things that are going to add the greatest value.

One Page Marketing Plan

If you can fit everything on one page, then it's likely that your marketing plan is simple enough to execute on.

Sure, you'll need additional, more detailed strategies written out.

But, by having a one page marketing strategy (that you can keep on your desk), you'll be able to reference it often and make sure you're staying on track.

Here's what we recommend your one page marketing strategy PDF look like:

One Page Marketing Plan

| | | | | |
|---------------------------------------|---------------------------------|-------------|------------|-------------|
| | | | | |
| What's our business goal? | | | | |
| Our Offer | | | | |
| Our Ideal Customer | | | | |
| Marketing Objective & Cost | | | | |
| Action Plan | Description | Who? | Due | Cost |
| Write content | Target keyword "SEO Guide 2019" | Joe | Jan 17 | \$127 |

| | | | | |
|--|--|--|--|--|
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Strategic Marketing Plan Example

Here's a great marketing sample from Daniel Silver:

While it uses a different format than ours, it still fits in one page.

Remember, we don't want you to use our template *if that format doesn't work for you.*

Everyone is different. Use the template that works best for you.

| QUESTION | ANSWER |
|---|---|
| 1) Objectives What are the specific goals of your business this year? | In order of priority: 1) Increase sales 2) Diversify lead sources from Etsy to own website or similar marketplaces 3) Increase follower community |
| 2) Your Product/Service What product or service do you offer? | <ul style="list-style-type: none">▪ Products: Fashionable, design-forward printed stickers, decorations and signage for weddings, parties, and other events▪ Services: Consult with customers to develop innovative design concepts for events |
| 3) Customers Who buys (or should buy) your product? What do they need it for? | Mostly women in their 20s and 30s — often getting married or planning events. My typical customer is style-conscious and knows her own taste. She is detail- and do-it-yourself oriented, but also time-constrained and unlikely to be highly experienced with design software. She is also cost-aware and time-sensitive. Most customers are doing events for themselves, but a small number are organizing events for other friends or relatives. |
| 4) Competitors | Main competitors are: |

| | |
|--|--|
| Who are your top competitors and what are their strengths? | <ul style="list-style-type: none"> ▪ Big print houses like Zazzle, TinyPrints ▪ Other Etsy sellers ▪ Independent printing websites |
| 5) Positioning Given your competition, what makes your business great and unique to customers? | <ul style="list-style-type: none"> ▪ Unique look and designs ▪ Stylish and highly trend-aware ▪ Very fast, reliable turnaround ▪ Very willing to customize designs ▪ Highly service-oriented and consultative ▪ Reasonable pricing |
| 6) Pricing How will you price your product? | <ul style="list-style-type: none"> ▪ Stickers: by printed sheet ▪ Signage: by piece ▪ Consulting services: hourly (or free with purchase) |
| 7) Sales & Support How and where will you sell and service the product? | Currently all sales occur on Etsy. To diversify sales outlets, it makes sense to develop a shopping cart on my own website. Also: investigate other design and customer printing marketplaces. |
| 8) Promotion How will people find out about you and your product? | Right now most people find me through Etsy. I also have a website (in Joomla), a blog (in WordPress) and Facebook fan page. Word of mouth, Pinterest, and Instagram have also been useful. My goal is to make the website and blog attract more traffic through search engine optimization. Place more product-specific pages on website. I will consider search marketing and email marketing to push new products. |
| 9) Budget How much money do you have to promote the product? | <ul style="list-style-type: none"> ▪ 2-5 hours per week for website fixes and SEO ▪ Spend 10% of sales on advertising budget |

10) Action Plan

What will you do and when to sell and promote your product?

1. Download SEO modules for Joomla and WordPress.
2. Create product-specific pages focused on individual products
3. Recast existing blog pages to attract more traffic. Consider social sharing buttons on blog. Keep posting new content optimized for search & sharing.
4. Add e-commerce (shopping cart) capabilities to website.
5. Investigate other online design marketplaces like Minted.com.

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