



CREATE A MARKETING PLAN

DEFINING YOUR SMALL BUSINESS MARKETING STRATEGY



TOPIC:

UNDERSTANDING YOUR GOALS



EXERCISE 1

Write five SMART goals for your business for the upcoming fiscal year utilizing the list of common goals in the course.

1. _____
2. _____
3. _____
4. _____
5. _____

TOPIC:

CREATING A MARKETING BUDGET



EXERCISE 2

Write down your total revenue from the last fiscal year.

Write down what your marketing budget should be if you are following the recommendation of 8% of your total revenue. ($\text{\$\$} \times 0.08 = \text{marketing budget}$)

Divide your yearly marketing budget by 12 to get your monthly marketing budget. ($\text{marketing budget} \div 12 = \text{monthly marketing budget}$)

TOPIC:

CREATING A MARKETING BUDGET



EXERCISE 2 CONT.

Use the table below to create your budget for the next fiscal year. Your allocations each month can change as you test what works and what doesn't.

	Monthly Budget	Internal Costs	Social Media Ads	SEM	Display Ads	Print Ads	Video Ads	Recurring Fees (hosting, etc.)
Example	\$2,000	\$500	\$300	\$100	\$100	\$500	\$400	\$100
Month 1								
Month 2								
Month 3								
Month 4								
Month 5								
Month 6								
Month 7								
Month 8								
Month 9								
Month 10								
Month 11								
Month 12								

TOPIC:

TRACKING SUCCESS THROUGH DATA



EXERCISE 3

Use the following chart to track your data metrics from the five goals you made in Exercise 1.

	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Goal					
Month 1					
Month 2					
Month 3					
Month 4					
Month 5					
Month 6					

TOPIC:

CONDUCTING A COMPETITOR ANALYSIS



EXERCISE 4

Create a competitor analysis on your top three direct competitors.

Competitor 1

Name:

Competitor 2

Name:

Competitor 3

Name:



KEY ELEMENTS OF YOUR MARKETING PLAN

TOPIC:

WHAT ARE THE FOUNDATIONAL ELEMENTS OF A SMALL BUSINESS MARKETING STRATEGY?



KEY TAKEAWAY:

The elements of a marketing strategy are:

- Professional, online presence
- Brand identity
- Target audience and buyer personas
- Content marketing
- Social media marketing
- Advertising
- Business pages



TOPIC:

PROFESSIONAL, ONLINE PRESENCE



EXERCISE 5

Imagine that your online presence is a living breathing employee. What is this person's experience? Demeanor? Personality? Are they professional? Organized?

Write a brief description of the online presence that you want going forward.

TOPIC:

BRAND IDENTITY



EXERCISE 6

Pull out your workbooks from our classes, “Discover Your Visual Brand” and “Discover Your Brand Voice.” Review your notes and answers. Is it time for a rebrand?



TOPIC:

TARGET AUDIENCE AND BUYER PERSONAS



EXERCISE 7

Pull out your workbook from our class, “Content Marketing 101: The Basics,” and review your buyer personas. How are you reaching them? Is the data showing positive or negative results?

TOPIC:

CONTENT MARKETING



EXERCISE 8

Review the list of corresponding courses and write three topics you want to set as priorities in your marketing plan for the next six months.

Ex. Send out a monthly newsletter

1. _____

2. _____

3. _____

TOPIC:

SOCIAL MEDIA MARKETING



KEY TAKEAWAY:

If you're doing the hard work with content marketing, you're already way ahead with social media marketing.



TOPIC:

ADVERTISING



EXERCISE 9

If you are not currently using any of the listed advertising strategies, pick two to invest in for six months. Track your success metrics for each to determine which is the most successful for your specific business.

TOPIC:

BUSINESS PAGES



EXERCISE 10

Looking at your target audience and buyer personas, go through our list of business pages and check which ones you need to have to reach your audience.

- ☐ Facebook for Business
- ☐ Instagram for Business
- ☐ TikTok
- ☐ LinkedIn Company Page
- ☐ Pinterest
- ☐ Houzz
- ☐ Google My Business

EXECUTING YOUR MARKETING PLAN



TOPIC:

CREATING A MARKETING CALENDAR



EXERCISE 11

Find a project management tool like Asana to assign tasks and create a calendar for the next three months to start with.



EXERCISE 12

Under each marketing strategy branch, write down as many to-dos as you can and then transfer them into tasks on your calendar.

Professional, online presence

Brand identity

Target audience and buyer personas

Content marketing

Social media marketing

Advertising

Business pages

TOPIC:

ANALYZING ROI AND ADJUSTING YOUR SPEND



EXERCISE 13

Put an action item on your marketing calendar to review your advertising strategy once a month to analyze your ROI.

TOPIC:

TRACKING CUSTOMER DATA WITH A CRM



KEY TAKEAWAY:

You can use a Customer Relationship Management (CRM) software to track your customers and maintain a growing list of contact information.

TOPIC:

DEFINING YOUR BUDGET VERSUS ACTUALS



EXERCISE 14

Create a fillable spreadsheet where you can track your sales budget versus actuals for a full fiscal year.





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ENGAGE YOUR
IDEAL AUDIENCE**



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