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# MARKETING PLAN REBOOT |

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# WHO YOU ARE

## YOUR BRAND

**3 words I'd use to describe my brand are:**

- 1.
- 2.
- 3.

**List your main 2-3 competitors:**

- 1.
- 2.
- 3.

**List and aspiration brands you admire:**

- 1.
- 2.
- 3.

**What differentiates you from your competitors? What makes you unique?**

# YOUR AUDIENCE

## MY IDEAL CUSTOMER

**Name:**

**Age:**

**Occupation:**

**Home address:**

**What do they do in their free time?**

**What are they passionate about?**

**What is their favorite ice cream flavor?**

**How have they been impacted by COVID-19? Personally? Professionally?**

**What do they need?**

**How can I help them?**

# WHAT YOU SAY

CONTENT MARKETING: DON'T SELL ANYTHING / BE USEFUL

## CONTENT PILLARS DURING COVID-19

Relevant information

Community

Inspiration & Gratitude

Resources

Exchange / Engagement

Humor

## IDEAS FOR EVERGREEN CONTENT

How-to's

Meet the team

Behind the scenes

Kudos

Community

Facts/data

Stories

Highlight fans

Industry news

Company history

Testimonials

FAQs

## YOUR CONTENT PILLARS

1.

2.

3.

4.

# HOW YOU SAY IT

## COMMUNICATION CHANNELS

Current: List your current communication channels.

New: Jot down ideas for new channels.

Consider: Which of these channels is your ideal customer using?

## OWNED

## EARNED

## PAID

# HOW YOU SAY IT

## CHANNEL DEEP DIVE: WEBSITE

Go Deeper: <https://sbdc-longwood.com/building-a-better-website/>

### CLEAR COMMUNICATION

- Does my website reflect my brand?
- Can a visitor tell what I do in 15 seconds or less?
- Does it appear to be up to date?

### AESTHETIC APPEAL

- Is my website clean and uncluttered?
- Is it "easy on the eyes"?
- Does it appear to be up to date?

### USER FRIENDLINESS

- Is critical information available within 2 or 3 clicks of home page?
- Does site have a search engine?
- Is my website design responsive (mobile friendly)?

### CONTENT

- Does website have content of interest to customers?
- Can forms that capture leads be filled out quickly?

### TRANSACTION CAPABILITY

- Can customers make a purchase without contacting me?

### SEO

- Are Google Analytics and Tag Manager set up?
- Are meta tags in place for website?

# HOW YOU SAY IT

## CHANNEL DEEP DIVE: SOCIAL MEDIA

Go Deeper: <https://sbdc-longwood.com/social-media-strategies-for-a-changing-climate/>

**What are my goals/reasons for being active on social media?**

- 1.
- 2.
- 3.

**What kind of tone would I like to convey?**

**Who is my target audience on social media?**

**What are my content pillars?**

- 1.
- 2.
- 3.

**What is my call to action? What do I want my customer to do?**



# HOW YOU SAY IT

## PAID - ADVERTISING

**1. What are my goals/reasons for paying for an ad?**

Sending people to website  
Making sales  
Increasing reach/awareness

**2. What is my call to action? What do I want people to do after viewing this ad?**

**3. How will I know this ad was worth the money?**

**4. How will I measure its ROI (return on investment)?**

# WHERE YOU'RE HEADED

## MARKETING PLAN

**MY TOP 3 BUSINESS GOALS ARE:**

- 1.
- 2.
- 3.

**MY TOP 3 MARKETING GOALS ARE:**

- 1.
- 2.
- 3.

## CAMPAIGN 1 - BRANDING

<b>Opportunity</b>	
<b>Channel</b>	
<b>Content Type</b>	
<b>Content Frequency</b>	
<b>Call to Action</b>	
<b>Budget</b>	
<b>Who Does It?</b>	

## CAMPAIGN 2 - COMMUNITY

<b>Opportunity</b>	
<b>Channel</b>	
<b>Content Type</b>	
<b>Content Frequency</b>	
<b>Call to Action</b>	
<b>Budget</b>	
<b>Who Does It?</b>	

### CAMPAIGN 3 - SALES

<b>Opportunity</b>	
<b>Channel</b>	
<b>Content Type</b>	
<b>Content Frequency</b>	
<b>Call to Action</b>	
<b>Budget</b>	
<b>Who Does It?</b>	

# WHERE YOU'RE HEADED

## ACTION PLAN

### 1. Finish this workbook

- Establish your brand
- Establish your content pillars
- Select 3 marketing campaigns

### 2. Daily tasks

- Monitor your website and social media accounts for questions, comments, messages
- Monitor your reviews and react if necessary

### 3. Weekly tasks

- Choose one or two (ideally two) days a week where you'll do "real time" content on social
- Check on ads that may be running digitally twice a week, at least

### 4. Monthly tasks

- Hold marketing meeting plan with team members and discuss upcoming tasks / assign tasks with deadlines
- Create content calendar for social media/website (blog posts) including appointments for any days you (or a staff person) plan to do live or "real-time" posts on social media
- Email marketing: newsletter / promotions
- Update website
- Monthly advertising maintenance (Can be same time as above or space out a few weeks) (1-2 hours)
  - Review advertising strategy and successes
  - Set plan for coming month and schedule dates to set up advertising if you cannot schedule in advance
- Evergreen content maintenance (1-2 hours)
  - Take time to create 8-12 evergreen posts to have on hand/incorporate into schedule
  - Collect testimonials from customers for website/evergreen content
- Create/update media clip list with any placements you got

## 5. Quarterly tasks

Evaluate your marketing campaign

Check website and social media analytics

Are you reaching your goals?

Are you increasing followers/traffic to website/time spent on website?

Ask: what worked and what didn't? How did marketing goals contribute to overall business goals?

Adjust marketing strategies accordingly