



SLANTICS ADVERTISING

# One Page Marketing Plan

A simple template where you can outline the specific actions that will help you achieve your big-picture marketing objective.

# WE HAVE A LITTLE SECRET FOR YOU

**SIMPLE IS BETTER.** YOUR MARKETING PLAN DOESN'T NEED TO BE COMPLICATED OR OVERLY TIME CONSUMING, ESPECIALLY IF YOU USE THE RIGHT TOOLS AND RESOURCES.

## THE ONE PAGE MARKETING PLAN

### WHY & HOW TO USE THE ONE PAGE MARKETING PLAN

**"MARKETERS WITH A DOCUMENTED STRATEGY ARE 313% MORE LIKELY TO REPORT SUCCESS."**

There are plenty of marketing plan template options available. So, where do you begin, and how do you know which is best for your company? We came across Allan Dib's "One Page Marketing Plan" after reviewing dozens of templates. It presents a simple and structured methodology of what we believe is the perfect, simple marketing plan.

The key to long-term marketing success for any business is to set up an actionable marketing plan with S.M.A.R.T. goals, a framework for developing measurable and realistic goals that can then be tracked and adjusted as needed. This one page plan serves as a great guideline on doing so. First and foremost, you need to decide what your goal is & what your timeline is to achieve this goal. Once you have your objective & timeline, fill out the one page marketing plan to serve as your strategy to make your goal happen. Don't forget that once you implement any marketing strategy, you need to make sure you reflect on the results. What worked? What could you do better next time? Optimize the stages of your strategy that could be improved upon.

#### S.M.A.R.T. GOAL FRAMEWORK

**Specific:** What will be accomplished? What actions will you take?

**Measurable:** What data or metrics are you going to use to determine if you meet the goal?

**Achievable:** Is the goal doable? Do you have the necessary skills and resources?

**Relevant:** How does the goal align with broader business goals? Why is the result important?

**Time: Bound** What is the time frame for accomplishing the goal?

#### GET STARTED

Your Goal:

Metrics You Will Evaluate:

Length of Campaign:

**PROSPECT: Get them to know you and indicate interest.**

MY TARGET MARKET	MY MESSAGE & VALUE	MEDIA & PLATFORMS
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**LEAD: Get them to like you and buy from you for the first time.**

LEAD CAPTURE SYSTEM	LEAD NUTURING SYSTEM	CONVERSION STRATEGY
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**CUSTOMER: Get them to become a regular customer and refer you.**

CUSTOMER EXPERIENCE	INCREASE LIFETIME VALUE	GENERATE REFERRALS
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# DEFINITIONS & TIPS

## TARGET MARKET

In marketing, the target market refers to the group of consumers whose characteristics, desires, and needs are aligned with the products and services offered by a particular brand.

## MESSAGE & VALUE

Brand message is the value proposition of your brand which you convey to the target audience through your brand personality to set your brand positioning.

## MEDIA & PLATFORMS

Where will you show up? Social media platforms, in their inbox, on flyers? You need to understand who your audience is and where they spend their time so you can get in front of them.

## LEAD CAPTURE SYSTEM

A process of saving lead information in order to attempt converting the lead to a paying customer. Example: Lead Magnet, Newsletter Subscription, Quote Request, Etc.

## LEAD NURTURING SYSTEM

Lead nurturing is the process of developing and reinforcing relationships with buyers at every stage of the sales funnel. Examples: Education Content, Email Communications, Content Marketing

## CONVERSION STRATEGY

You have to do everything you can to make it irresistible for them to take the next step. You need a powerful and compelling offer that people would be foolish to pass it up and a planned agenda for meetings & follow ups with your prospects.

## CUSTOMER EXPERIENCE

What is the full experience a customer has with your business? Consider every interaction they have with your company, even before and after they engage. You need to wow them the whole way through. By understanding the customer journey and creating a seamless experience, you will cultivate a life-long customer relationship.

## INCREASE LIFETIME VALUE

One of the ways to effectively grow your business is to retain your existing customers and increase their lifetime value. The longer your satisfied customer stays with you, the more profit he/she brings to your business. How will you encourage their loyalty?

## GENERATE REFERRALS

Referrals are the most powerful form of marketing because they rely on relationships and the customer experience, whether that be online or in person. Examples: Incentives, Asking for Referrals, Creating a Referral Program



Make sure you evaluate your data to measure what is working, what isn't, and how you can optimize your efforts.

# TURN YOUR COMPLEX MARKETING PROBLEMS INTO MEANINGFUL AND MEASURABLE OUTCOMES

WORK WITH US

WE OFFER 1:1 STRATEGY SESSIONS AND MONTHLY  
MARKETING PACKAGES. SEE IF WE ARE A FIT FOR  
YOU!



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