# ONE-PAGE MARKETING PLAN TEMPLATE

## OBJECTIVES

_____
_____
_____

| TARGET AUDIENCE | KEY MESSAGE | MEDIA |
|---|---|---|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

## CUSTOMER JOURNEY

| AWARENESS | CONSIDERATION | SALE |
|---|---|---|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
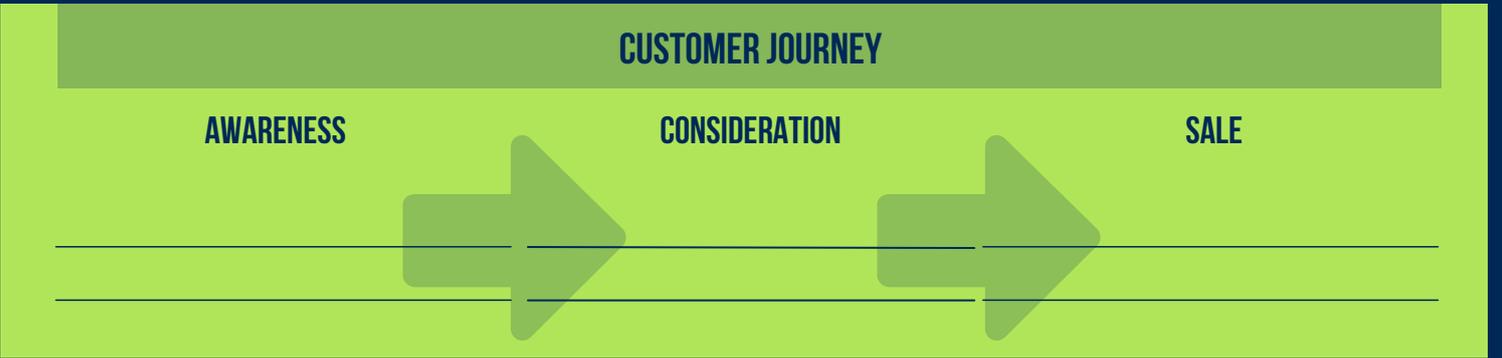
## RETENTION PLAN

_____
_____
_____

## MEASURE AND TRACK SUCCESS

_____
_____

## OBJECTIVES

- List your key objectives to succeed
- Make each objective specific, clear, realistic and relevant
- Add a timeframe for each objective. These could be a mix of short term, medium term and long term.

## TARGET AUDIENCE

- Who will want to buy your product/service?
- What is the target audience's age, gender, education, industry, interests

## KEY MESSAGE

- What is the target customer's main problem?
- The key message must grab their attention and solve their problem.

## MEDIA

- Select what media to use eg social media, email, f2f, digital, SEO etc.
- Select your media based on where your customer spends their time.

## CUSTOMER JOURNEY

### AWARENESS

- Use marketing media to get target customers to engage, build trust and create awareness.
- Aim: when the customer is ready, they will buy from you

### CONSIDERATION

- This is when the customer will 'try before they buy' or small purchases eg they will give their email address for free content.

### SALE

- When the customer trusts you enough to buy
- When the customer needs to buy and has already considered YOU

Think about what you need in place, to establish a smooth customer journey - from awareness to purchase. Think about branding, booking systems, CRM, Chat bots, re-targeting ads, media, landing pages, your products etc.

## RETENTION PLAN

- Once you have made a sale to your customer, how will you get them to keep coming back?
- Think about incentives, reward program, referrals, thank you's, amazing customer service.

## MEASURE AND TRACK SUCCESS

- Track your results. What worked. What didn't work. What tweaks and changes can be made to your marketing, customer journey, products, planning etc.

**Need more help?**
**Book a FREE ONE-Hour Marketing Session**👇
**https://calendly.com/lookdeepermarketing**

**lookdeepermarketing.com.au**