

## OBJECTIVES

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## TARGET AUDIENCE

## KEY MESSAGE

## MEDIA

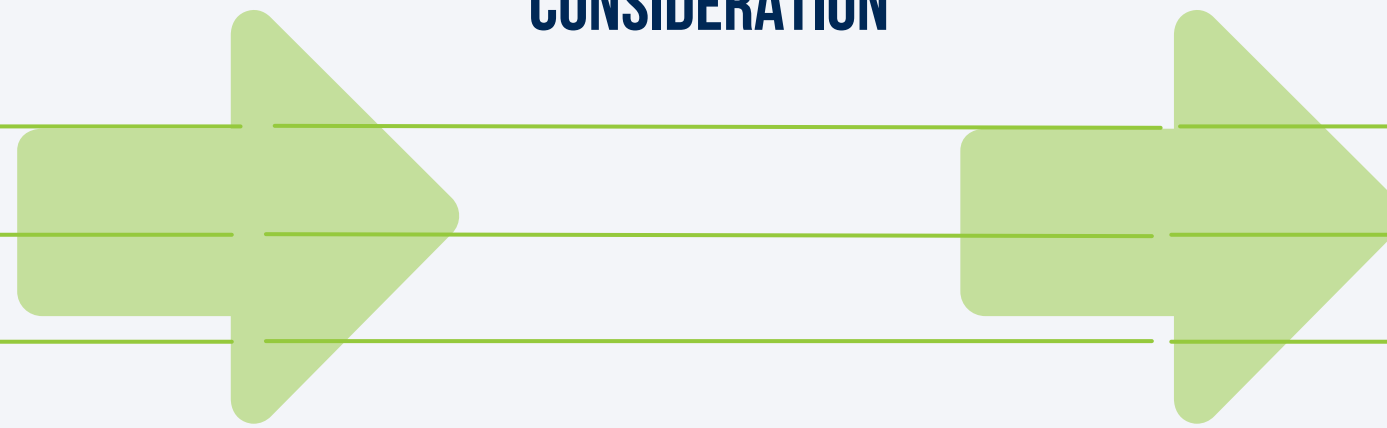
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## CUSTOMER JOURNEY

AWARENESS

CONSIDERATION

SALE



## RETENTION PLAN

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## MEASURE AND TRACK SUCCESS

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## 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 15 Minute Marketing Chat**

<https://calendly.com/lookdeepermarketing>



**Want us to complete your plan?**

**We can do it for you. Contact us**

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