



# 5-MINUTE MARKETING PLAN

Every business needs to communicate what they do and who benefits from their products and services. Many businesses practice “spray and pray marketing” or the “shotgun” approach, where they send out promotions without targeting a niche or message. Marketing to “everyone” wastes resources.

Marketing dollars need to focus on the people who want and can buy our products.

### Ideal clients

We all love working with clients who appreciate our products and services. We need to make sure we’re targeting our ideal clients with clear focus. That means knowing who they are, what they want/need, where they “live” (literally and figuratively), and how to address their issues.

**We love working with:**

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**Because they:**

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**They want/like:**

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**We find them by:**

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**We keep in touch with them with by:**

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**Our top clients know we care about them because we:**

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### Communicating

Are we communicating with our clients enough? And in the right ways?

Ideally, our communication should be informative, interesting, consistent, and helpful. **How often do our clients hear from us?**

Our methods of communicating with our customers usually need to include several “touch” points.

On a scale of 1-5, where 1 is poor and 5 is fabulous, assign a number to assess how well we are doing to identify where we can improve.

Which of these, if we improved, would benefit us and our customers the most? Mark that one.

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|---|--|
| <input type="checkbox"/> <b>Emails</b>                                    | <input type="checkbox"/> <b>Phone calls</b>    |
| <input type="checkbox"/> <b>Newsletters</b>                               | <input type="checkbox"/> <b>Advertisements</b> |
| <input type="checkbox"/> <b>Flyers</b>                                    | <input type="checkbox"/> <b>Mailers</b>        |
| <input type="checkbox"/> <b>Face-to-face meetings</b>                     |  |
| <input type="checkbox"/> <b>Meals/Entertainment</b>                       |  |
| <input type="checkbox"/> <b>Video conferencing, such as Zoom or Skype</b> |  |
| <input type="checkbox"/> <b>Other</b> _____                               |  |

### Prioritize

**If you had an extra \$10,000 to spend on marketing, where would you spend it?**

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