One page plan
Marketing strategy

1. Market research

[Enter text – outline what have you done to assess market demand and the results. Provide evidence that your business will succeed. Include any statistics you've discovered, such as where the greatest concentrations of your ideal customer are located.]

2. Profiles of your target customers

[Enter text – find out who your primary customers are. Create profiles of your main customer types. Outline your top three customer targets.]

3. Convincing customers to switch to you

[Enter text – describe the methods you plan to use to convince people to switch to you.]

4. Customer buying behaviour

[Enter text – describe what you've learned about your customers' buying behaviour. Knowing when and how often your repeat customers will likely purchase from you can be crucial information for estimating your business's cash flow. Especially identify buying cycles and budgets.]

5. Advertising tactics

[Enter text – outline your advertising tactics. Provide details on each of its components – what combination of methods will you use, and why?
To start the sales process, use advertising tactics that appeal specifically to your key targets. Think about their particular patterns and create a list of ideas that is likely to get you in front of them.]

6. Online presence

[Enter text – describe how you're planning to use your website to increase awareness. How else are you going to encourage customers to contact you, for example content marketing, free downloads, e-newsletter, and content marketing.]

7. Build credibility

[Enter text – describe what steps you plan to take to improve your credibility. Have you shared your industry knowledge and experience, spoken at industry events or generated positive stories in your local media? Outline what you've done to show how you're always putting the customer first. Have you highlighted your proven track record with active social media updates?]

8. Customer loyalty

[Enter text – describe how you plan to make sure your customers keep coming back, and how you intend to use their loyalty to increase sales. Outline your customer loyalty strategies and provide detail on how you developed them.]

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