



MARKETING ACTION PLAN

Marketing is a journey, not a single action. Using the travel analogy, it's best to have a map so you know where you are and where you want to go. Planning for a trip is essential, so too for meeting Marketing goals. Reviewing your Marketing Strategy and developing a *Marketing Action Plan (MAP)* are important first steps to address the following:

GOALS - WHERE YOU WANT TO GO - WHAT YOU WANT TO ACCOMPLISH?

Example: Increase Sales

STRATEGY - HOW YOU WILL GET THERE - WHAT IS YOUR APPROACH?

Example: Referrals

TACTICS - WHAT IS THE ROUTE - WHAT WILL YOU DO?

Example: Marketing Action Plan (MAP)

- Do you need a guide? - What (content) do you need? - When can you start?
- How much will this cost? - How long will it take?

RESULTS - ARRIVAL AT DESTINATION - HOW WILL YOU MEASURE?

Example: Key Performance Indicators, Compare to Goals

HOW I CAN HELP YOU

MARKETING ACTION PLAN PACKAGE (\$500)

Marketing Strategy Review (*gratis*) Meet for conversation about business and marketing goals - what you do, why you do it and how you'd like to do it better. Discussion will include where you are, where you'd like to be with your marketing efforts and benefits of Marketing Action Plan Management.

Marketing Action Plan (\$500)

Creation of customized Marketing Action Plan to address marketing goals
Meet to present and review Marketing Action Plan
Discuss Project Management support needed
Propose next steps and discuss timeline

Account Set Up Fees (*included*)

Action needed to proceed (scope of work agreement, contract vendors, prepare integrated timeline, Google drive folders for collaboration, etc.)

(Value of services individually priced = \$1,000)

MARKETING ACTION PLAN PROJECT MANAGEMENT

Book time for the implementation and execution of your Marketing Action Plan Hourly rate/\$100 4+ Hrs rate/\$75