

Marketing Plan

1. Identify the Products/Services

- Clarify what you're offering (e.g., manicure/pedicure vs. stress relief).
- Be ready to pivot as the market demands.

2. Identify Target Markets

- Consider demographics and other characteristics (e.g., age, gender).
- Include broader and narrower targets (e.g., consumers, businesses).
- Think of non-traditional users for your product/service.

3. Create Targeted Messages

- Research what each market values (e.g., quality, price).
- Highlight different features for different audiences (e.g., restaurant vs. banquet customers).

4. Choose Delivery Methods

- Tailor your approach (e.g., LinkedIn for business, Instagram for younger audiences).
- Include non-digital methods if relevant (e.g., door hangers, trade shows).

5. SWOT

- Perform a SWOT (Strengths – Weaknesses-Opportunities-Threats) analysis on you and your top 3 competitors.

6. Plan and Stick to a Marketing Calendar

- Set weekly goals (e.g., social media posts, ads, industry events).
- Diversify your promotional methods (e.g., blog posts, videos, podcasts).

7. Review and Revise Regularly

- Weekly review of accomplishments and results.
- Adjust based on effectiveness and feedback.

Strategies to Remember

- Under promise and over deliver
- Ensure your marketing is consistent
- Seek customer feedback
- Use client testimonials
- Network everywhere