

Marketing Plan

1. Who is your target audience?

- a. Create a customer persona for your target audience:
 - i. Give your customer a name
 - ii. Are they self employed, employed, freelance?
 - iii. What age are they, marital status, children, where do they live?
 - iv. How much do they earn?
 - v. What are their hobbies?
 - vi. What websites do they usually visit?
 - vii. Find a photo on Google image search that looks like your audience and add it to the document.
- b. You can have more than one type of target customer. In the example of constructio.com – their target customers might be builders, builders providers, construction companies. For each of these target customers they would create a customer persona for the buyer of the service. Eg: The marketing manager of the construction company.
- c. I recommend not creating more than 3 customer personas.

2. What do you offer them that is of value?

- d. What is your service?
- e. Create your 30 second pitch:

My company is BRAND NAME and we help TARGET AUDIENCE to do WHAT YOU DO so they GOAL THEY WANT TO ACHIEVE.

Eg: My company is Constructio.com – we help Irish construction companies to create a strong professional website and branding so they can generate qualified sales leads through their website.

3. Why would they choose you?

- a. Who are your competitors?
- b. Create don't compete – what can you do that will differentiate you from your competitors?
- c. **Price** – low price is a race to the bottom but can be useful to get started in an industry – be sure you can sustain a low price. High price is a higher perceived value – you will need to show why your offering is worth more – eg: experience, reach etc...
- d. **Product** – a more specific niche (eg: websites for Irish Construction companies), bundle products, innovative product that no one has done before, better quality product or a combination of any of these.
- e. **Service**: 24 hour support, personal attention, done for you etc...

4. How will you get in front of your target audience?

- a. Online
 - i. Social Media
 - ii. Email newsletters
 - iii. Online advertising – eg: Google, Facebook etc...
 - iv. Search Engine Optimisation
- b. Offline
 - i. Direct Sales
 - ii. Word of mouth
 - iii. Advertising in local shops and businesses
 - iv. Advertising in media – TV, radio, newspapers or industry magazines.
 - v. Tradeshows, flyers & events

Now complete the marketing plan that is already attached and you have an initial document that will act as your guide for the rest of the course.

Don't over think this – it is your initial plan and as with all new businesses it will evolve over time. Having an overview of your business makes sure that you are thinking of your customers at all times when creating your branding and website. Otherwise it would be easy to focus on creating something you want yourself.