



Your Ultimate Marketing Plan

KSB Online Marketing
More Than Words

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PART 1

Your Business & Business Goals

PURPOSE: Gain clarity about your current business struggles and success and your idea for new product/service.

CURRENT BUSINESS SUMMARY

Provide a short summary regarding your current efforts in reaching potential prospects and buyers.

Describe your current product and/or service.

Describe current market conditions.

What are you experiencing in your business in terms of revenue and reaching potential clients?

What challenges are you currently facing?

Where are you having success?

Briefly summarize your current target buyers. Who is buying your current products/services? If you are not currently offering a product or service, what audience are you engaging?

TARGET 1	TARGET 2	TARGET 3

Briefly summarize your long-term business goals and objectives.

Summarize your current marketing strategy.

How are you currently reaching people?

How are you nurturing your current audience?

What engagement strategies are you currently using?



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TIP



Go to Google or other search engine and type in a phrase that highlights the problem your product/service solves. You'll gain a glimpse of what's already being offered, how it's being offered and by whom. This is also a good exercise to use on YouTube search.

YOUR NEW PRODUCT OFFER/NEW SERVICE

Summarize your product/service and why current market needs what you have to offer.

Describe new product/service in detail (List features, benefits, and what your overall objective is for creating this product):

What real problem or problems does your product/service solve for potential buyers?

Who would benefit the most from purchasing this product or service? Be as specific as possible.

How is your product/service unique or more valuable to the market than what is already on the market?

If your product/service is completely new to the market, how will you build awareness about this new product/service?

Who most needs to know about this new product/service?



The background image shows a document with various charts and text. A line chart at the top compares data for 2017/18 and 2016/17 across months from March to October. Below it is a stacked bar chart labeled 'Graph / Statistic 3' comparing the same two periods across 12 categories. To the left, there are overlapping circles and text fragments like 'h / Statistic 2'. A smartphone is visible on the right side of the document. A large pink rounded rectangle frames the central text 'PART 2'.

PART 2

Competitive Analysis

PURPOSE: Evaluate the competition and discover how you can stand out from your competitors. Understanding your competition and knowing where they are having success and where they are struggling is important in creating a profitable product/service. You'll define your target audience so you know who is looking for what you have to offer and how to reach them.

RESEARCHING YOUR COMPETITION

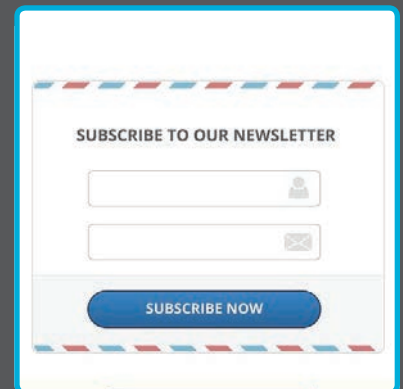
Who is your competition? Who else is offering products/services similar to you?

How are top-selling competitors pricing similar products/services?

How is the competition promoting and distributing their products/services? How are they reaching their target audience?



TIP



Look for a competitor you'd like to emulate. Sign up for their newsletter and/or a course they currently offer. This will help you determine what this audience is looking for and how you can align your product/service to meet their needs in your own unique way. You can also learn where your competitor is falling short and fill that gap.



TIP

Make sure you are clear about how your product/service is unique after doing this research. Make a note of how your offer stands apart from anyone else on the market. This could be in terms of the audience you wish to target, a specific benefit of your product/service that is new to the market, or how you nurture your buyers in a unique way.

What are your competitors doing well and/or better than you?

What can you do better than your competitors?

What are the crucial issues facing you in reaching potential buyers of your product?

Where do you have the most opportunity to succeed? What can you offer that sets you apart from your competitors?

After researching your competition, has your concept for new product/service changed?

TARGET MARKET FOR NEW PRODUCT/SERVICE

PURPOSE: Define your target audience. This is the most important part of this plan, so take your time on this section.

WHO WOULD BENEFIT THE MOST FROM BUYING YOUR NEW PRODUCT/SERVICE? Everything in the marketing section of this plan will be tailored to this audience.

What are the demographics of your ideal buyers (age, gender, education, location, household income, relationship status, etc.)?

Are there other groups of potential buyers you should target?

What are the primary needs of your target audience (and how does your product satisfy those needs)? Be as specific as possible.



TIP

If you already have a large following on social media, or you have an email list of 100+, ask them what they need the most help with right now? Create a few questions that would help you determine if your current audience would benefit from your product/service idea. Talk to people you already know about your idea. One of the best ways to know if your idea will be profitable or not is by asking people if they'd use it. You'll also gain insight into how you could make your idea even more enticing.



TIP



Follow your competition on social media and pay close attention to people who are engaging, liking, sharing and commenting on your competitor's posts. What kind of language are they using on their websites?

What factors and emotions are likely to influence buying decisions within your target audience? What do they worry about? You'll want your marketing messages to appeal to these factors and emotions.

In what ways, places, or media are your ideal buyers going to be easiest to reach?

Where is your target audience hanging out? What channels do they use to communicate? What groups may they belong to? What professional organizations might they be members of?



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What magazines or online publications might they be interested in?

What activities do they enjoy? What type of lifestyle do they have?

PART

3

Marketing Objectives

PURPOSE: To set realistic marketing goals. Use S.M.A.R.T. Goals here -- specific, measurable, achievable, realistic, and time-sensitive. Determine how you plan to meet your marketing goals. Develop your big picture marketing strategy. Focus on the larger picture here. You'll dive into the specific steps and tactics in the next section.

How many products do you want to sell or how many people do you want to use your services (Your first month, 3 months, 6 months, a year, etc.)?

Pre-launch:	_____	6 months:	_____
Launch:	_____	1 year:	_____
3 months:	_____	3 years:	_____

How much do you have to earn to be profitable (consider your expenses and the time invested), and by when do you want to hit that target?

How many beta testers do you want, and by when? Beta testers are especially useful in working out any kinks with a new product before launching.

What information/feedback do you want beta testers to provide?

How many testimonials/endorsements do you want and by what date?



TIP



Offering your product or service free to 3 people can help you fine-tune your product or service before it hits the market and can be a great way to get powerful testimonials.

YOUR MARKETING STRATEGY

How will branding play a role in helping you sell your product/service?

How will you position yourself among the competition (selling low-priced product versus high-priced product, appealing to an untapped audience, offering a key benefit that no one else offers, etc.)? What kind of reputation do you want this product to have, or how do you want it to be seen in relation to other products on the market?

PRODUCT: Describe your product in detail here being sure to include features, benefits, transformation, etc. (This should be more detailed after defining your target audience).



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TIP

Look where your competition is leading ideal buyers. Take note of where you see their ads and how they are reaching their target audience. Notice how they are pricing their products/services. A great way to stand out is with an irresistible offer in terms of pricing, bonuses, or limited time only special.

PRICE: How will you price your product/service? Will you offer discounts or sales from time to time? What kind of payment methods will you accept? (Pricing should be based on market value. After exploring competition and their offers, you should have a clear idea of what you offer and what the market will pay).

PROMOTION: Summarize your key marketing tactics and tools (will you focus mostly on public speaking, social media marketing, email marketing, etc.)? You'll cover these in more detail in the next section.

PLACEMENT: What specific marketplaces will host/sell your product/service? Will you sell directly in-person? Where? Will you sell online through your own website? Will your product/service be hosted on another site? In other words, how and where will your product/service be accessible to ideal buyers?

A person with short dark hair, seen from the back, wearing a grey and white striped sweater. They are looking at a wall covered in various papers, diagrams, and photos. A large pink rounded rectangle is overlaid on the image, containing the text 'PART 4'.

PART 4

Marketing Tactics/Action Plan

PURPOSE: Implement your marketing strategy to meet your marketing goals. List all specific marketing tactics, tools, or actions that will help you successfully execute your marketing strategy.

YOUR MARKETING TACTICS

What print tactics will you use (flyers, mailers, posters, etc.)?

PRINT ITEM	DATE



TIP

Take note of how your competitors are engaging their ideal buyers. What tactics could you use to target your ideal buyers?

How will you use your website or blog to promote your product/service and build relationships with potential buyers? (Examples provided below)

WEBSITE/BLOG ITEM	DATE
Free valuable content related to upcoming product/service on your website. Prospects who visit your website can opt-in with email for this free content.	
Nurturing email campaign that triggers once someone opts-in to free valuable content from your website. The purpose is to nurture prospects who are already interested in what you have to offer.	
Banner on website highlighting new product/service	
Send email to your list with exciting news. Share why you created this product/service, why you feel it is exactly the right solution and give your loyal fans a reason to engage - ask them a question, create a contest, etc.	

Product landing page on website that speaks to the new product that will include trailer/sales video, show need of this product and any bonuses during pre-launch and then revised for launch and post-launch.	
Blog articles related to problem target audience faces and your product/service as solution during pre-launch and then transition to offer of product/service during launch and post-launch	

Will you use speaking engagements to promote your product/service?

SPEAKING ENGAGEMENT	DATE
Use speaking engagements to build excitement about the upcoming product.	

What about webinars, podcasts, interviews, Facebook lives or Instagram videos? (General ideas provided below)

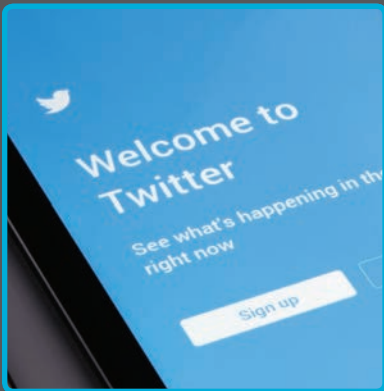
ITEM	DATE
Host live webinars or Facebook live videos during pre-launch to connect personally with people who need your product/service or conduct Facebook live videos.	
Post short, meaningful tips about your product/service on social media channels.	
Consider creating a mini-course as a companion for product/service or as bonus offer with purchase of product/service.	

What social channels will you use, and what will you do to promote your product on each of them? (Examples provided below)

SOCIAL ITEM	DATE
Create trailer video you can share across all SM channels – First will be teaser video to get people excited that will be used through pre-launch .	
Create second video to be used for pre-launch and launch period with the goal to get people to landing page.	
Create compelling posts to share on social media channels that lead to your free offer.	
Consider doing FB lives or FB chats to talk about the product/service and how it will help someone in practical, meaningful ways.	



TIP



Consider pre-selling on Social Media and through your current email list — offer the product at a lower price if they buy before it goes live to public. This is particularly useful with high followers on your social media accounts or large email lists. Even with small number of followers or lists, offering a special incentive to those who have been loyal is a great way to get sales before you go live.

IMPLEMENTING SOCIAL MEDIA TACTICS

Pre-launch: _____

Facebook – Engaging videos, memes and quotes.

Twitter – Compelling, fun one-liners that tie to the product – need 2-3 hashtags that represent the main message of the product/service.

Instagram – Same as above with addition of short videos if possible.

YouTube – Create a series of videos (Neil Degrasse Tyson) that emotionally engage people and make them want to take action.

Launch: _____

Facebook – Engaging videos, images, quotes.

Instagram – Engaging images that connect product/service to a transformation.

You-Tube – Create a series of videos (Neil Degrasse Tyson) that emotionally engage people and make them want to take action.

Post-Launch: _____

Use product in holiday promotions on website, email list and Facebook boosted posts and ads to continue building awareness and generating sales.

What other online marketing tactics can you use?



TIP

Look for online publications that regularly post content in your field and create engaging blogs that highlight problem your product/service solves. These should be content rich with relevant action items readers can use right now to experience a small shift. The purpose is to build awareness about you and your business.

PUBLICATION	BLOG TITLE	DATE

What other *offline* marketing tactics can you use? Examples included below but modify as needed.

Consider printing flyers about the product to share at any speaking engagements you do.

Start conversations: _____ (Should be before pre-launch period)

List people, organizations or businesses who would find value in what you offer. Look for partners in complimentary fields who can offer your product to their clients:

--

What distribution channels will you use? Check all that apply.

Social Media Channels:

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> LinkedIn |

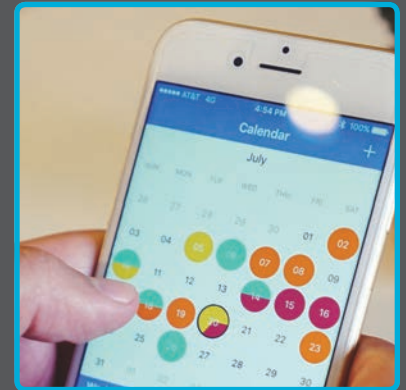
What marketing tactics will you use? Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Social Media Ads | <input type="checkbox"/> Print Advertising |
| <input type="checkbox"/> Live FB Chats | <input type="checkbox"/> Webinars |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Email |
| <input type="checkbox"/> Interviews | <input type="checkbox"/> Website Banner |
| <input type="checkbox"/> Podcasts | <input type="checkbox"/> Affiliate Partners |
| <input type="checkbox"/> TV and Magazine Content Pieces | |
| <input type="checkbox"/> Flyers for live webinars, workshops & speaking events | |

What larger market forces could affect your product/service sales (trends, buying habits, new software, etc.)?



TIP



Prior to Pre-Launch: Create a marketing calendar so you know when each action or tactic will be implemented and by what date. Some will be ongoing. Others will have deadlines. The idea is to make sure your tactics complement each other at any given time so you don't spread yourself too thin. Setting a marketing schedule up front also ensures that you won't wait until the last minute – like launch day – to start building visibility for your product/service.



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PART 5

Finances & Metrics (The Numbers)

PURPOSE: Explore your marketing budget for this product/service and how you plan to spend money to market and sell this product/service. Account for all costs including your website's domain registration, web hosting, a press release distribution service, a web template or custom design, a logo design, your product costs, travel costs for live events, production costs, webinar software, services, etc.)



TIP

If you are creating a lead magnet to draw prospects to your website, be sure to include costs for creating lead magnet, landing page, thank you page and automated email sequence to nurture prospects.

What is your total marketing budget?

\$ _____

How much will you spend on pre-launch campaign?

\$ _____

How much will you spend on launch campaign?

\$ _____

How much in the first 3 months?

\$ _____

How much in the first year?

\$ _____

By what date do you expect to earn a profit? Justify these forecasts with data (such as from your competitive analysis).

If you have a larger business plan, you can work these numbers in here instead.

What is your larger financial business goal?

Where do you want to lead people after purchasing this product? Do you have another product/service in mind that costs more and offers a higher level of value and service?



TIP



To determine where to spend your marketing dollars, revisit competition and how they are reaching their target audience. Also, consider creating relationships with businesses, organizations or groups that would benefit from offering your product/service to their audience.

Make a list of all tactics and tools you described in the previous sections and detail all costs involved. Below are some examples:

TACTICS & TOOLS	COSTS
Lead Magnet	
Social Media Advertising Spend	
Pre-launch	
Launch	
Post-launch	
Print Advertising	
Marketing Materials Like Flyers	
Live Webinars, Workshops, and Conferences	
Email Campaign: Consider offering valuable free content to get interested prospects on your email list and then lead them to buying the product.	
Product/Service Landing Page	
Product/Service Trailer/Sales Video	
Power Point or other types of effective presentations that speak to why companies should purchase this product	



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PART 6

Create Your Marketing
Calendar & Stick To It

PURPOSE: To ensure you get what you need to get done on time.

Create a calendar using specific dates for creation of lead magnet and for pre-launch, launch and post-launch marketing tactics. Below is a checklist to help you make the most of your marketing calendar.

Before you begin set dates for:

ITEM	DATE
Creation of Lead Magnet	
Landing page and thank you page for lead magnet	
Automated email sequence once someone opts-in to your lead magnet that engages, nurtures and leads them to your new product/service	

Before Launch of new product/service set dates for:

ITEM	DATE
You'll update your social media cover images to show new product/service	
Draft copy for live videos to engage people about your new product/service	
Social media advertising – determine content and images for posts and choose who they will target and how much revenue you'll spend	
Host live FB videos or Instagram videos about your new product/service	
Update your website with landing page for your new product/service	
Choose CRM for automated email service	
Set up automated email campaign once someone buys your product/service (include thank you and ask for testimonials/feedback after they use product/service)	
Set up payment options on your website	
Social media advertising – what will you post and on what date?	
Create Flyers for speaking engagements or strategic partners	

After Launch set dates for:

ITEM	DATE
If you are leading people to a higher priced product/service after your launch product/service, determine how you will promote this and implement and by what date	
You'll evaluate the launch – what could you do better? What is working really well?	
Determine which advertising efforts worked well and continue those while discontinuing those that did not perform well	
Share testimonials from your product/service on your website and social media channels	

Phewf!! That was a lot of work, but now you have a very clear idea of what you offer, who most benefits from what you offer and how to get people to you who want to buy what you offer! I'd love to know your feedback regarding this plan and how it helped you or what you wish it included after using it. Email me at kellysb.consulting@gmail.com.



If you'd like additional tips and free resources to grow your business, follow KSB Marketing Online on [Facebook](#)!

NOTES

Use this section to further develop your marketing tactics and to note additional ideas that might be valuable in the future.