

Super Simple Marketing Plan



Step 1 - How Are You In Service To Others?

What do you or your business provide? How are you in service to people? Remember, a good business helps people with “what they need,” not with “what you want from them.”

Step 2 - Create Your Personas.

Who needs your stuff? I mean really needs it! Good businesses provide solutions to problems. What problem do you solve? Do you solve several different problems? Is there a different type of customer for each problem you solve?



Step 3 - Where Do Your Potential Customers Spend Time?

Where do your personas spend time online and offline? Do you know how to figure that out? Have you checked the analytics of your current customers? Where is the MOST appropriate space to connect with them?

Step 4 - What Is An Appropriate Giveaway?

What “MUST- HAVE” giveaway can you post online and giveaway offline on those most visited sites and places? What types of giveaways are APPROPRIATE for those social sites and local places? Do you need an online giveaway and an OFFline giveaway?



Step 5 - Where Does Your Giveaway Lead?

Make sure your flows from your online and offline giveaways leads to your email list. In general your sales will come from email marketing and not from the tweets and Facebook posts. You want to get people on your list so you can provide even more help through time.

Step 6 - Take Care Of Your Newly Generated Business.

Once people are on your email list make sure you are offering them the products and services they really need (see step 1). Practice good marketing etiquette and always be grateful they connected with you.



Step 7 - Expand Your Reach By Developing Your Street Team Or Affiliate Program.

You may have many people who will naturally share and promote your products and services. You might also have people who would love to help but need to be asked. Ask them.