

Define your product or service

What are you offering that is unique, special, and of value to someone else? How does it work? What does it do?

Ex: "ABC Company creates hiking gear designed for women and sourced from recycled materials."

Identify your buyer

Who will benefit from your product or service? Is there a demographic that is most likely to buy? Any demographics you can clearly state including age, location, interests, job, education etc?

Ex: Women in their 20s through 30s who live in New England and are interested in outdoor activities.

Create a sales target

What is your revenue or specific sales target for the year, the quarter, or the month? Is your target realistic, based on experience, or a WAG? Just good to know.

Ex: "Generate x sales in 2017, a 10% increase year over year"

Create a marketing goal

What does marketing success look like? How will you know a program is working? Sales? Brand awareness?

Ex: "Convert 10% of website visitors to inquiries"

Identify a strategy

Look at your description, your value, your audience, and what differentiates you to identify a high level strategy that you can leverage to market your product or service.

Ex: Engaging existing customers to further promote the product by offering promotions.

Identify your marketing tactics

How will you get the word out? Will you network with business leaders? Call your friends? Use digital advertising or social media? Content marketing and email? Or a combination of the above.

Ex: Create promotions for existing clients to share their story via social media and offer discounts on purchasing based on using hashtags or specific channels.