## Marketing Plan

A marketing plan does not need to be expensive or sophisticated. It just needs to be a plan! It’s good to look at your marketing activities in 3 month increments. (Not all of your efforts will pay off in 3 months, and may stay on the plan longer.) It is also important that you have different ways and strategies to reach your target market, which is why there are 3 categories below.

Review “Ideas for Marketing Your Business” from Week 4. For the next 3 months, determine the activities you will undertake in each of these marketing categories. Make sure that you know how you will measure the effectiveness of each activity at the end of 3 months. (For example, # of hits on a social media, sales from a networking event, or response to a promotion, etc.)

**Online / Social Media**

|  |  |  |  |
| --- | --- | --- | --- |
| **What** | **Frequency** | **Cost** | **Measurement** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**People / Networking / Professional Organizations**

|  |  |  |  |
| --- | --- | --- | --- |
| **What** | **Frequency** | **Cost** | **Measurement** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Other Promotion and Publicity**

|  |  |  |  |
| --- | --- | --- | --- |
| **What** | **Frequency** | **Cost** | **Measurement** |
|  |  |  |  |
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