

# *A Fast and Easy Marketing Plan*

Here's a fast and easy marketing plan that you can use over and over again.

According to marketing expert C.J. Hayden, author of *Get Clients Now*, "marketing is telling people what you do over and over and in a variety of different ways. The important thing is that you do tell them! The secret is to choose a set of simple, effective things to do and do them consistently."

**Why you need to do this:** Businesses with a marketing strategy make much more money than those without a plan and it's easier than you realize.

*The most important thing in marketing is to be persistent and consistent. Don't rely on one strategy. You will need several different ways to be visible and in contact with your target market.*

## First Steps: Marketing Plan Questions

- **Who are you targeting?**  
**Example:** *Mid-level healthcare marketing managers.*
- **What are the challenges of your target audience?**  
**Example:** *Tight deadlines, not enough time to do everything.*
- **What solutions do you offer to your target market?**  
**Example:** *Full service from target market planning, product research and message recommendations--to complete order entry and tracking and follow up.*
- **What benefits do you offer?**  
**Example:** *Faster turnaround, quality and event guarantees, complete order tracking, expert advice, additional marketing services.*
- **What differentiates your company from the competition?**  
**Example:** *We serve as your virtual marketing team. We provide a marketing planning calendar, expert advice and help with implementation and follow up.*
- **What marketing methods will you use?** *See the following page for suggestions.*

## Suggested Marketing Vehicles

### Marketing Materials Check List:

- ❑ Quality Business Cards with a call to action (free catalog or consultation)
- ❑ One-Sheet description of your services and your competitive advantage
- ❑ A 30-Second Commercial that answers the question what's in it for me!
- ❑ Mini-catalogs
- ❑ Web Site - that tells and sells
- ❑ Voice Mail with a professional message
- ❑ Self-promotions using a promotional product

### Suggested Marketing Methods For Promotional Products Professionals:

**Personal Contact:** An organized system for staying in contact with clients and prospects and following up: Email, fax, phone, personal letters and notes. Sending articles of interest.

The important thing is that you are consistently in front of your best prospects and clients.

**Forming Strategic Alliances** – Large Companies that can promote your services to their membership.

**Targeted Networking** – Places where you will find your target market.

**Seeking Referral Partners** – People who are not competitors but regularly come in contact with your target market. Graphic designers, meeting planners, trade show display companies.

**Self- Promotions-** Use a promotional products that reflects your company image.

### Other Marketing Ideas:

- Postcards
- Lumpy Mail or Direct Mail Ideas
- Press Release Ideas
- Speaking Engagements
- Writing (Columns, Trade Journals)
- Classified Ads
- Directory Advertising
- Special Offers & Coupons

**Suggested Reading: 6 Steps To Free Publicity By Marcia Yudkin**  
**Get Clients Now! By C.J. Hayden**

# *A Sample Basic Marketing Plan*

## **Marketing Method**

### **Alliance Partners**

**Goal:** *Form alliances with people who service the same target market but are not direct competitors.*

### **Company & Personal Profile**

**Goal:** *Create a “One Sheet” that best describes your services. Include testimonials.*

### **Networking**

**Goal:** *Become highly visible and credible in your target market.*

## **Action Steps**

- Identify potential alliance partners
- Call and set up meetings
- Develop a plan for promoting each others services
- Set up an open house with all your alliance partners and invite all your customers
  
- Prepare a description of your company’s services.
- Include a list of benefits your company provides
- Include your marketing advantage. (What your company does best)
  
- Identify venues where you will find people in your target market.
- Go to 3 events per month
- Develop a great 30-Second commercial
- Follow up within 24 hours on all good prospects
- Join a committee to increase visibility
- Volunteer to give a short talk on your services

What Can You Do Now?

Create Your Own Sales Generating Plan Use The Following Page

**Make A Copy of This Page**  
**Choose What Marketing Method and Action Steps You Will Use**

<b>Marketing Method</b>	<b>Action Steps</b>