

ONE-PAGE MARKETING PLAN

A marketing plan can be one page? Imagine that. Use this template to flesh out a quick marketing plan. See next page for a blank template. There are plenty of examples online. Search for “one-page marketing plans” and you’ll find one that works for you. The point is to get something out of your head and on paper (or screen) so you can take steps forward. You can, and should, adjust this as time goes on.

Category

Strategy

| | |
|-----------------------|--|
| Ideal customer | Think beyond age and gender. Not all women or 30-year-olds are the same. What do they think, feel, care about, get excited about? Imagine a specific person. |
| Difference | Why and how are you different and better than others out there? |
| Key features | Your tangible offering. Be specific though. Not just shoes, art or coaching. |
| Key benefits | What are the ultimate benefits you provide. There might be a few levels, from more obvious to less obvious, but no less important. |
| Price strategy | This is the market you’re going for. Where does your product or service fit in the market landscape? What do you want people to believe about your value? |
| Distribution strategy | What are your main modes of getting your product or service into the hands of your ideal customer? |
| Promotion strategy | What are some of the ways you plan to engage your ideal customer? How will you tell your story. |
| Conversion strategy | What is your plan to deepen relationships with prospective customers? |
| Growth strategy | What is your plan to attract more customers? |



ALLEGRO DESIGN

SNAIL 1915 NE 12th Avenue, Portland, Oregon 97212
CALL 503.317.2019 WRITE jane@allegro-design.com
VISIT allegro-design.com GOOD GROWS HERE.

ONE-PAGE MARKETING PLAN

This is a fillable form. Click on the blank areas in each Strategy section.

| Category | Strategy |
|-----------------------|-----------------|
| Ideal customer | |
| Difference | |
| Key features | |
| Key benefits | |
| Price strategy | |
| Distribution strategy | |
| Promotion strategy | |
| Conversion strategy | |
| Growth strategy | |

Get in touch if you need help and want one-on-one consulting.



ALLEGRO DESIGN

SNAIL 1915 NE 12th Avenue, Portland, Oregon 97212
CALL 503.317.2019 **WRITE** jane@allegro-design.com
VISIT allegro-design.com **GOOD GROWS HERE.**