

MARKETING ACTION PLAN TASK

Hey peeps!

Create a Marketing Action Plan

What's a goal without an action plan??

Fill in the worksheet below, based on your responses to the following information about your CTA, Timing, Resources and Expenses.

Your Message + Call To Action

With every message, you must include a Call To Action. What exactly do you want the person to do? Visit your website, enter your competition on Facebook, use a discount code for your shop, sign up to your newsletter, follow you on Instagram?

You should also include the benefit to them if they follow the Call To Action, to give an incentive to do so. Again, it's all about solving those pain points. Tell them how you are helping them, and make it obvious!

Timing

How much time do you need to plan this marketing campaign, when will you start organising it, when will it go live and how long will it run for?

Resources

What resources will you need to make this all happen?

Better photographs, a graphic designer, a press release, a media kit, technical support for your website, or something else? Go through the process in your mind from go to whoa and tick off all the things you can cover yourself, and list those things you will need to out-source.



Estimated Expenses

How much will all the resources cost?

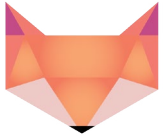
Does this fit into your marketing budget, and if not, can you justify it, or make it more affordable somehow? What will your return on investment be, will it be worth it?

As an example, if I spend \$100 on a specific, targeted advert on Facebook advertising an up and coming workshop that sells for \$125 per ticket, and I get 2 bookings from the advert, my return on investment (in it's simplest form) is over double. If the workshop sells out at say 6 people, I've made \$750 worth of sales from a \$100 advert. Another example though, is paying \$300 for a print advertisement for a school holiday program and not one of my 15 bookings came from that ad. Them's the breaks when testing!

These things will all be trial and error until you work out what works for you, and I definitely do NOT recommend jumping into advertising (especially Facebook advertising!) without doing your research first. Simply hitting the "promote page" or "boost" button on Facebook is not going to help you in the long run, because how on earth are you controlling who sees your advert? You need to make sure only your ideal customers are being served that ad, otherwise it's wasted money. But effective advertising is another beast entirely.

Fill in the Marketing Action Plan for each of your three marketing goals, and share in the group what marketing avenues you are going to use.





MARKETING ACTION PLAN

SPECIFIC. MEASURABLE. ACHIEVABLE. RELEVANT & RESONANT. TIME-BOUND.

GOAL

AVENUE 1

MESSAGE + CTA

TIMING

RESOURCES

EXPENSES

AVENUE 2

MESSAGE + CTA

TIMING

RESOURCES

EXPENSES