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## 10 Steps to a Marketing Plan

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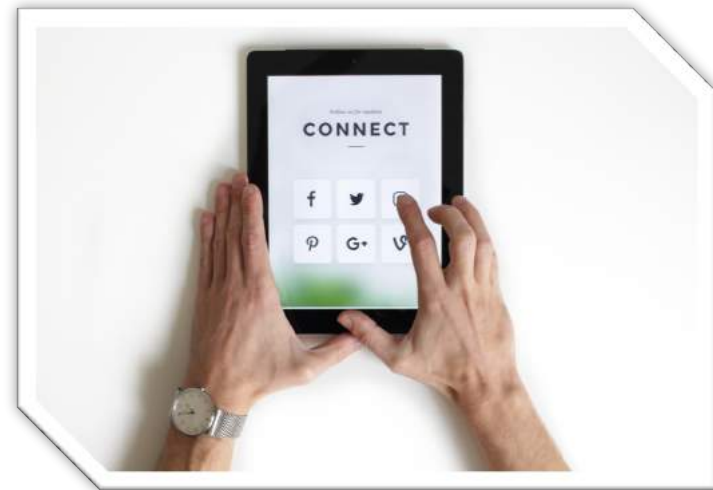
# Small Business Marketing Plan

- Raise awareness
- Attract customers
- Boost sales



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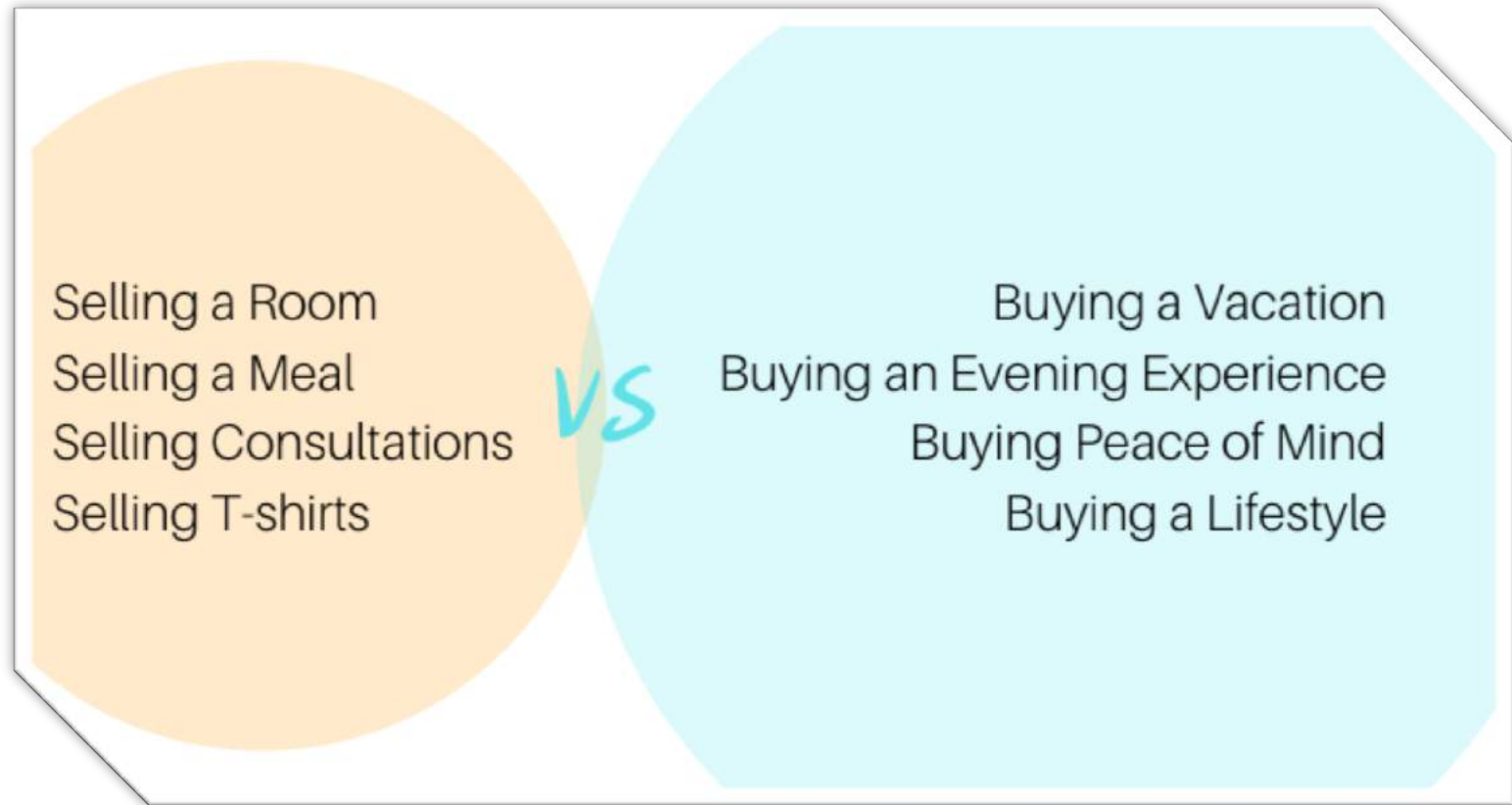
# What are your goals?



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# Telling Your Story



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# Connecting with Customers



## Online and In Person



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# Connecting with Customers



- Website
- Social media
- Online advertising
- Email marketing
- Backlinking
- SEO strategy
- Flyers
- Brochures
- Business Cards
- Gift Certificates
- Catalogs
- Posters
- Postcards
- Door Hangers
- Newsletters
- Banners
- Newspaper Ads
- Television Ads
- Radio Ads
- Magazine Ads
- Movie Ads
- Articles
- Sales Letters
- Media Releases
- Trade Shows
- Public Speaking
- Signs
- Window Displays
- Charity Events
- Memberships
- Co-promotions
- Networking
- Contests
- Seminars
- Sweepstakes
- Special Events
- Agents
- Word-of-mouth
- Branded Clothing
- Yellow Pages
- Door-to-door



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# Competitors: big and small



Don't do what they do best.  
Do what you do best.



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# What makes you stand out?



- Target market
- Pricing
- Brand loyalty
- Recognizable product
- Customer Service



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# The Marketing & Sales Relationship



- Reach your customers
- Customers engage with campaign
- Maintain customer interest
- Follow up to make the sale



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# Realistic Budgeting

## Calculate Your Cost of Acquiring Each New Customer

1. Multiply \_\_\_\_\_ (how many units) by \_\_\_\_\_ (cost of single unit)
2. Total cost once multiplied \$ \_\_\_\_\_
3. Goal to acquire \_\_\_\_\_ new customers
4. Divide the money spent \$ \_\_\_\_\_ by the number of new customers \_\_\_\_\_ = \$ \_\_\_\_\_
5. For this tactic, the cost to acquire 1 new customer is: \$ \_\_\_\_\_

To get \_\_\_\_\_ (goal) customers the budget would be: \_\_\_\_\_ (number of customers) x  
\$ \_\_\_\_\_ (cost per customer) = \$ \_\_\_\_\_



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# Implementation



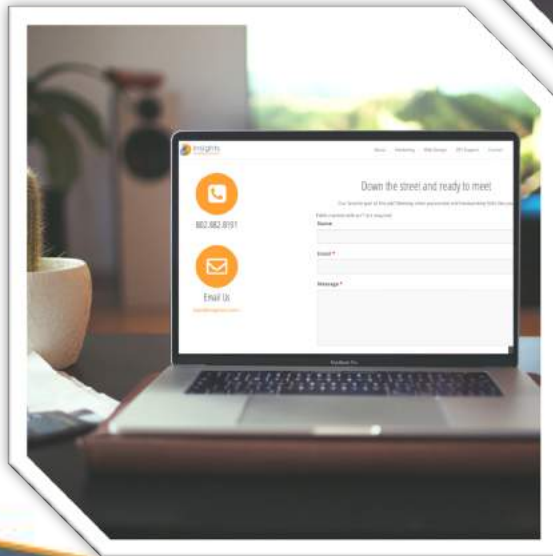
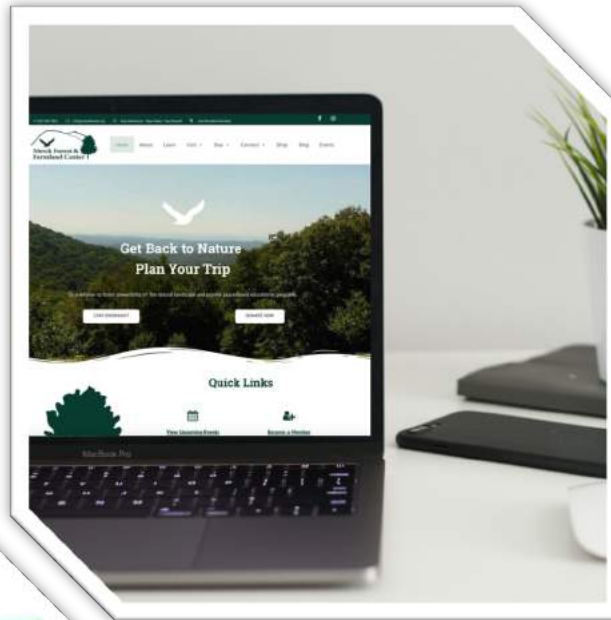
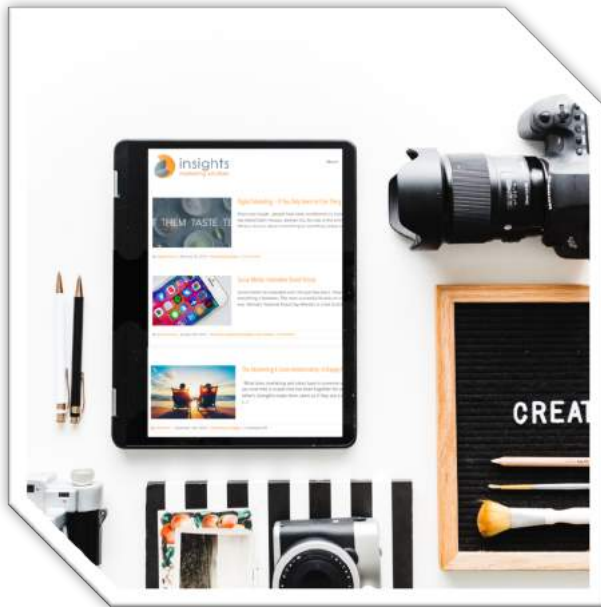
- Establish a timeline
- Finalize decisions
- Delegate tasks
  - In-house
  - Outsource



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# The Heart of It



- You
- Your product
- Your Customer



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