

# Sample “Speed Marketing Plan” for a Small Business – p. 1

GOAL	TARGET	STRATEGIES	CHANNELS/MESSAGES	CALENDAR	MEASUREMENT
<i>Specific, measurable objectives to be accomplished in a time period.</i>	<i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i>	<i>Strategies that will attract the specific people or organizations you’re trying to reach with a compelling offer that meets their interests/needs.</i>	<i>Tools or channels you’ll use to reach your targets. What’s unique or special about your product/services/bio? Which messages and messengers will be persuasive?</i>	<i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i>	<i>How will you track results? How will you evaluate the effectiveness of each tactic?</i>

Sample Goal #1					
Increase sales at my café between 9:30am and 11:30am by 10% over the previous year.	Existing and new customers who are: -parents of small children - live or work in a 5 mile radius - have flexible schedules - are eager for social contact	Offer free coffee with \$5 purchase between 9:30 and 11:30 am.  Facilitate a morning knitting group  Provide kids play area between 9:30 and 11:30 am.  Offer “bring a friend” discount coupons.	<b>Channels:</b> Reach existing customers with email, blog, and social media.  Reach potential customers via Facebook ads, postcards, and the local parents’ listserv.  <b>Messages:</b> “Family hours, free parking, meet other parents.”  <b>Messengers:</b> Parents who are regular customers.	<b>Daily</b> Facebook and Instagram posts.  <b>Weekly</b> emails to customers.  <b>Weekly</b> postcard distribution.	<ul style="list-style-type: none"> <li>Total sales during 9:30 &amp; 11:30am.</li> <li>Total # of customers in time period.</li> <li>Average sales per customer.</li> <li>Coupons redeemed</li> <li>Promotion costs.</li> </ul>

## Sample “Speed Marketing Plan” for a Small Business - p. 2

GOAL	TARGET	STRATEGIES	TACTICS/MESSAGES	CALENDAR	MEASUREMENT
<b>Sample Goal #2</b>					
Get at least 5 new Google My Business, Facebook or Yelp reviews for my store each month.	Current and new customers	<p><b>Post links</b> to my social media accounts in my store, website, and social media.</p> <p><b>Add links</b> to my social media accounts to my email signature</p> <p><b>Email customers</b> after a purchase asking them for a review (with a link to the site where I want the review).</p> <p><b>Tell customers</b> how much I appreciate their feedback and let them know which social media I'm on.</p>	<p><b>Channels:</b> Google My Business, Facebook, Yelp, and other sites.</p> <p><b>Message:</b> “We appreciate your feedback.”</p>	<p><b>Daily.</b> Check social media and the web to look for comments and reviews about my business and respond within 2 hours.</p> <p><b>Daily.</b> Send thank you emails after purchases requesting reviews.</p>	# of reviews Quality of feedback Response time
<b>Sample Goal #3</b>					
Get 20 new clients for my gardening company in the next calendar year.	Homeowners in 5 target communities.	<p><b>Create referral program</b> for former clients in those communities.</p> <p><b>Exhibit at town fairs or events</b> in the target communities</p>	<p><b>Channels:</b> Phone calls, emails, local events (with raffle for free services) to acquire prospects.</p> <p><b>Messengers:</b> Satisfied customers.</p>	<b>Daily/Weekly</b> sales calls to get accounts. <b>Ongoing</b> thank you calls and referral requests for all customers. <b>Monthly</b> (or more frequent) events.	# of contacts made # of emails and leads gathered at events # of new clients Info on how each new client heard about us. Profit after expenses

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