

Sample “Speed Marketing Plan” for a Consultant

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
GOAL	TARGET	STRATEGIES	CHANNELS/MESSAGES	CALENDAR	MEASUREMENT
<i>Specific, measureable 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 annual billing by 15% over the next 12 months.	Lapsed clients Existing clients New clients	<p>Create a new service or product offering to market to existing or lapsed clients.</p> <p>Create a referral program for clients with a significant reward for making a referral.</p> <p>Phase out unprofitable clients to free up time for ideal clients.</p> <p>Solicit speaking opportunities.</p>	<p>Channels: Phone calls, website, events, social media, networking</p> <p>Message: “Our new service can cut your HR costs by 25%.”</p> <p>Messengers: Current and former clients; experts in your field.</p>	<p>Daily sales calls and networking.</p> <p>Daily social media posts.</p> <p>Weekly networking events.</p> <p>Biweekly speaking engagements.</p> <p>Monthly emails to current, lapsed, and potential clients.</p>	<ul style="list-style-type: none"> • # of new clients • # of former or existing clients purchasing new services. • # of leads generated at each networking and speaking event. • # of sales calls made. • % of leads that result in sales. • Increased profitability.

Sample Goal #2

<p>Attract at least 2 new private chef clients per month</p>	<p>Busy, working parents (especially with babies) who want farm-to-table, whole grain cuisine for their weekly meals and dinner parties.</p>	<p>Focus on recruiting clients in one specific neighborhood at a time.</p> <p>Sponsor and attend local food events.</p> <p>Partner with like-minded restaurants, stores and businesses.</p> <p>Create a package of 30 meals to give as a gift for new parents.</p>	<p>Channels: Postcards, social media, listservs. Place postcards in office buildings where busy, well-paid people work.</p> <p>Run Facebook ads targeted to your zip code.</p> <p>Message: "Delicious local food for your family's needs."</p>	<p>Daily/weekly posts with what's in season, recipes, shout outs to other local businesses, photos of funny-looking veggies.</p> <p>Attend at least 4 local events per month.</p> <p>Monthly postcard drop-offs.</p> <p>Monthly paid Facebook ads.</p>	<p># of leads per month</p> <p># of new clients per month</p> <p>Average sales per client</p> <p>Cost and time requirement of each tactic versus results</p> <p>Which events provide the best leads</p> <p>Referral sources</p>
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Sample Goal #3

<p>Get 5 new clients for my gardening business in the next calendar year.</p>	<p>Homeowners in 2 target communities.</p>	<p>Create referral program for former clients in those communities.</p> <p>Exhibit at town fairs or events in the target communities.</p> <p>Create a postcard with a beautiful sample project on front.</p> <p>Offer a free 30-minute garden consultation for prospective clients.</p>	<p>Channels: Phone calls, emails, local events (with raffle for free services) to acquire prospects.</p> <p>Messengers: Satisfied customers.</p>	<p>Daily/Weekly sales calls to get accounts.</p> <p>Ongoing thank you calls and referral requests for all customers.</p> <p>Monthly exhibit or sponsorship of local events.</p> <p>Monthly postcard distribution.</p>	<p># of contacts made</p> <p># of emails and leads gathered at events</p> <p># of new clients</p> <p>Info on how each new client heard about us.</p> <p>Profit after expenses</p>
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