

Sample “Speed Marketing Plan” for a Food Business

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
GOAL <i>Specific, measurable objectives to be accomplished in a time period.</i>	TARGET <i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i>	STRATEGIES <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>	CHANNELS/MESSAGES <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>	CALENDAR <i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i>	MEASUREMENT <i>How will you track results? How will you evaluate the effectiveness of each tactic?</i>
Sample Goal #1					
<p>Increase café sales between 9:30-11:30am from \$100k in 2013 to \$150k in 2014.</p>	<p>Existing and new customers who are:</p> <ul style="list-style-type: none"> -- Parents of small children. --Live or work in 5-mile radius --Flexible schedules --Looking for social contact 	<p>Offer free coffee with \$5+ purchase between 9:30-11:30am</p> <p>Facilitate a morning knitting group.</p> <p>Provide kids play area between 9:30-11:30am</p> <p>Offer “bring a friend discount coupons.</p>	<p>Channels: Reach existing customers via social media.</p> <p>Reach potential customers via Facebook ads, postcards, and the local parents’ listserv.</p> <p>Message: “Family hours, easy parking, meet other parents.”</p> <p>Messengers: Parents who are regular customers.</p>	<p>Daily Facebook and Instagram posts.</p> <p>Weekly emails to customers.</p> <p>Weekly postcard distribution.</p>	<p>Total sales during 9:30-11:30 am.</p> <p>Total # of customers in time period.</p> <p>Average sales per customer</p> <p>Coupons redeemed</p> <p>Promotion costs.</p>

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 local restaurants, stores and businesses selling compatible good and services. Do cross-marketing.</p> <p>Create and promote 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. (If you can't afford to pay for Facebook ads, promote a local event through Facebook.)</p> <p>Message: "Delicious local food customized for your family's needs."</p>	<p>Daily/weekly web and social media posts and updates with what's in season, recipes, shout outs to other local businesses, photos of funny-looking veggies.</p> <p>Attend at least 4 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 from social media and elsewhere</p>
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Sample Goal #3

<p>Get 3 wholesale accounts for my honey</p>	<p>Food stores, bakeries, restaurants, and coffee shops in your neighborhood.</p> <p>Large businesses or nonprofits based in your neighborhood.</p>	<p>Bring free samples and a price list to each business.</p> <p>Offer to hold in-store demos & promote their business or cause to your customers.</p>	<p>Channels: Door-to-door, postcards, events, website, social media, local listservs.</p> <p>Messages: "Enjoy honey from your local bees."</p>	<p>Weekly sales calls to get accounts.</p> <p>Daily social media posts about your honey, local food, & recipes to build customer loyalty.</p>	<p># of contacts made</p> <p># of new accounts and how you acquired them</p> <p>Profit after expenses</p> <p>Turnover</p>
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