Sample "Speed Marketing Plan" for a Food Business

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
GOAL *Specific, measureable objectives to be accomplished in a time period.*	**TARGET** *Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.*	**STRATEGIES** *Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interests/needs.*	**CHANNELS/MESSAGES** *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?*	**CALENDAR** *Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.*	**MEASUREMENT** *How will you track results? How will you evaluate the effectiveness of each tactic?*
Sample Goal #1					
Increase café sales between 9:30-11:30am from $100k in 2013 to $150k in 2014.	**Existing and new customers** who are: -- Parents of small children. --Live or work in 5-mile radius --Flexible schedules --Looking for social contact	Offer free coffee with $5+ purchase between 9:30-11:30am Facilitate a morning knitting group. Provide kids play area between 9:30-11:30am Offer "bring a friend discount coupons.	**Channels:** Reach existing customers via social media. Reach potential customers via Facebook ads, postcards, and the local parents' listserv. **Message:** "Family hours, easy parking, meet other parents." **Messengers:** Parents who are regular customers.	**Daily** Facebook and Instagram posts. **Weekly** emails to customers. **Weekly** postcard distribution.	Total sales during 9:30-11:30 am. Total # of customers in time period. Average sales per customer Coupons redeemed Promotion costs.

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Sample Goal #2

Attract at least 2 new private chef clients per month	Busy, working parents (especially with babies) who want farm-to-table, whole grain cuisine for their weekly meals and dinner parties.	Focus on recruiting clients in **one specific neighborhood at a time.** **Sponsor and attend** local food events. **Partner** with local restaurants, stores and businesses selling compatible good and services. Do cross-marketing. Create and promote a package of 30 meals to give as a **gift for new parents**.	**Channels:** Postcards, social media, listservs. Place postcards in office buildings where busy, well-paid people work. **Run Facebook ads** targeted to your zip code. (If you can't afford to pay for Facebook ads, promote a local event through Facebook.) **Message:** "Delicious local food customized for your family's needs."	**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. Attend at least **4 events per month.** **Monthly** postcard drop-offs. **Monthly** paid Facebook ads.	# of leads per month # of new clients per month Average sales per client Cost and time requirement of each tactic versus results Which events provide the best leads Referral sources from social media and elsewhere

Sample Goal #3

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

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