

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

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

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

| GOAL | TARGET | STRATEGIES | TACTICS/MESSAGES | CALENDAR | MEASUREMENT |
|---|--|--|--|---|---|
| Sample Goal #2 | | | | | |
| <p>Get at least 5 new Google My Business, Facebook or Yelp reviews for my store each month.</p> | <p>Current and new customers</p> | <p>Post links to my social media accounts in my store, website, and social media.</p> <p>Add links to my social media accounts to my email signature</p> <p>Email customers after a purchase asking them for a review (with a link to the site where I want the review).</p> <p>Tell customers how much I appreciate their feedback and let them know which social media I’m on.</p> | <p>Channels: Google My Business, Facebook, Yelp, and other sites.</p> <p>Message: “We appreciate your feedback.”</p> | <p>Daily. Check social media and the web to look for comments and reviews about my business and respond within 2 hours.</p> <p>Daily. Send thank you emails after purchases requesting reviews.</p> | <p># of reviews</p> <p>Quality of feedback</p> <p>Response time</p> |
| Sample Goal #3 | | | | | |
| <p>Get 20 new clients for my gardening company in the next calendar year.</p> | <p>Homeowners in 5 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>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 (or more frequent) events.</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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