

My 1-Page Marketing Plan

Before (Prospect)	1. My Target Market	2. My Message To My Target Market	3. The Media I Will Use To Reach My Target Market
	<p>Customers who appreciate convenience. Like products to be delivered to their door. Don't like shopping.</p> <p>Skewed female: 28-50</p> <p>Focused on skincare. Conscious of using a brand that is animal friendly and made organically.</p> <p>Needs to look pretty, smell good, and feel luxurious.</p> <p>Want a product that comes in a reusable or repurposed packaging.</p> <p>Can afford to pay for a premium skincare routine</p> <p>Career driven.</p>	<p>Skin care products that care as much about the environment as you.</p> <p>Environmentally friendly, sustainable body creams.</p> <p>Your own personal beauty therapist at home.</p> <p>Do it yourself beauty therapy.</p>	<p>Social media</p> <p>SMS</p> <p>Email</p> <p>Google Adwords and PPC</p> <p>Facebook Ads</p> <p>SEO</p> <p>App</p> <p>Radio / TV</p> <p>Influencer marketing</p> <p>Blog</p> <p>Sponsored content</p> <p>YouTube product videos</p>
During (Lead)	4. My Lead Capture System	5. My Lead Nurturing System	6. My Sales Conversion Strategy
	<p>Social media dedicated pages (Facebook/Twitter/Instagram/Pinterest)</p> <p>Contact form</p> <p>Chatbot</p> <p>Website ></p>	<p>Weekly specials newsletter</p> <p>Upsell / Value Add (Buy one and we'll throw in X)</p> <p>Just because coupon to put towards first purchase</p> <p>Hottest new items / Be the first to know</p> <p>Help</p> <p>FAQ</p> <p>Welcome to the club emails</p> <p>24/7 customer support.</p> <p>Product highlights and demo.</p>	<p>Subscriptions</p> <p>Customer reviews/testimonials</p> <p>Free delivery over \$X</p> <p>Flash sales (reduced price for limited time)</p> <p>Follow-up email, tracking emails</p> <p>Thank you for your purchase email.</p> <p>Login and save details, so customer doesn't have to fill in info each time they make a purchase.</p> <p>Daily deals / Holiday deals or Occassions</p> <p>Competitions</p>
After (Customer)	7. How I Deliver A World Class Experience	8. How I Increase Customer Lifetime Value	9. How I Orchestrate And Stimulate Referrals
	<p>Regular notification on the status of their delivery: it's been packed, shipped, out for delivery, etc.</p> <p>Suggestions: People who bought this, also bought this.</p> <p>Trending products or most popular.</p> <p>Follow-up email after delivery. Asking how they'd rate the service.</p> <p>Run a competition on the site. Once done, email everyone who entered and offer a discount or give a coupon to put towards their next purchase.</p> <p>Reminder notification two weeks to a month after purchase to leave a review.</p>	<p>Highlight their reviews. Let them know that their feedback is making a difference to the sale of the product.</p> <p>Pre-launch emails. Make the customer feel special by limiting the # of people to preorder a product.</p> <p>Tester gifts/pamper gifts to most valued customers.</p>	<p>Just because: If a customer hasn't bought in six months we can send a coupon to take \$X off their purchase (valid for two weeks).</p> <p>Customer testimonials / reviews.</p> <p>Offer bloggers a sample in exchange for reviews.</p> <p>Partner with retailers in shoulder niches.</p> <p>In their package, include a hand-written note on good quality card with a branded token (could be a magnet, whatever). Asking for honest feedback, as opposed to an email.</p>