

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>Back office managers of field rep teams</p> <p>Sales and merchandising reps</p> <p>CPG reps</p> <p>Companies with field teams of 10 and more.</p> <p>Sales are decreasing in-store and don't know why?</p> <p>Want to know which stores perform, which retail sales reps perform, where reps are going and if they're optimizing their time on the road?</p> <p>What's their shelf presence like and where are their competitors positioned.</p>	<p>Your field reps are your most expensive asset. Boost their performance and increase sales.</p> <p>Optimize your in-store retail execution</p> <p>Efficiently execute in-store and grow retail sales</p> <p>Reduce after-hour administration</p> <p>Transform your field team into world-class reps that get results.</p> <p>See what your field reps see immediately and take action.</p>	<p>Website - Lead Magnet</p> <p>Blog educational content / trends / stats</p> <p>Google Adwords</p> <p>Pay-per-click</p> <p>Facebook Group (private)</p> <p>SEO</p> <p>PR Outreach</p> <p>Social media (Facebook + LinkedIn)</p>
During (Lead)	4. My Lead Capture System	5. My Lead Nurturing System	6. My Sales Conversion Strategy
	<p>CRM - Hubspot</p> <p>Website Request a Demo: opt-in</p> <p>Website Arrange a Trial: opt-in</p> <p>Contact Form</p> <p>Lead Magnet landing page: opt-in</p> <p>Social media DM</p> <p>Chatbot</p> <p>Free resources opt-in: How-to guides, checklists, new data, webinars, case studies, etc</p>	<p>Client videos / testimonials</p> <p>Case studies</p> <p>High value ever green content. Regular emails sharing market trends, new data, testimonials from customers who enjoyed massive success</p> <p>Opt-in to high-value blog content in order to see full data.</p>	<p>Tiered package solution (premium, regular)</p> <p>Customer testimonials.</p> <p>Upload client data on to software so they don't have to.</p> <p>Month-to-month rate or discounted annual fee.</p> <p>24/7 support</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>Free 1-hour training on the software</p> <p>Notify customers of product updates and potential teething issues in switch over.</p> <p>Quarterly call from dedicated local team to check-in with clients.</p> <p>Support: Quick response to customer queries</p>	<p>Offer advanced reporting</p> <p>Develop add-ons for high-value customers.</p> <p>Develop custom dashboards</p> <p>Gather and share new data on market trends, etc.</p> <p>Plug-ins</p>	<p>Remind readers to comment and share blog articles on social media.</p> <p>Ask for referrals. Incentivize with a discount off first month or annual subscription.</p> <p>Reactivate dormant customers - drip campaign. Tailored emails addressing the issues of these customers and noting where improvements have been made.</p>