THE ONE PAGE MARKETING PLAN

WHY
Your purpose.

WHO
Your ideal customer.

DIFFERENCE
How and why you are better.

PRICE & POSITIONING
The story you want customers to believe about the value you create.

DISTRIBUTION
How you reach people and get your products into their hands.

PLATFORM
Where you tell your story.

PROMOTION STRATEGY
How you tell your story.

CONVERSION STRATEGY
How you deepen relationships with prospective customers.

GROWTH STRATEGY
The plan for attracting more customers.

REFERRAL STRATEGY
The story you give people to tell.

STRATEGY FOR INCREASING TRANSACTION VALUE
How you delight customers.

RETENTION STRATEGY
How you keep customers coming back.

© Bernadette Jiwa www.thestoryoftelling.com