

MAINSTREET GROWTH, LLC

One Page Marketing Plan 2013

00/00/2013

Client:

Define your business, define your customers, and define your plan and budget (3-5% of revenue)

GOALS: Increase revenue x%, increase number of customers, increase sales to existing customers

COMPANY INFO – who are you?-

CUSTOMER PERSONA – what does your customer look like?

TARGET MARKETS – not everyone is your customer.

SWOT

Strengths:

Weakness:

Opportunities:

Threats:

COMPETITION – list top three local

WHAT DOES YOUR MARKET NEED?

PRODUCT/SERVICE – what value do you bring?

DEMOGRAPHICS/MARKET SIZE, VOC – Extra cost

FORECAST – 5 year

STRATEGY – not tactics or tasks

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“Marketing to GROW your business”