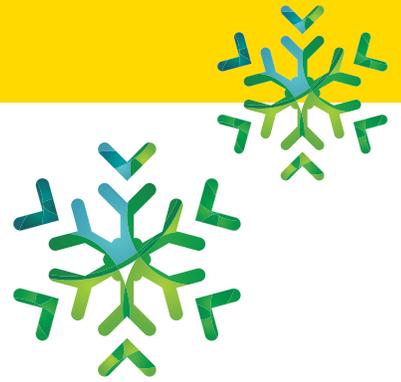


Winter-Proof Your Business:

ONE-PAGE MARKETING PLAN TEMPLATE

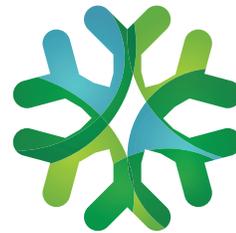


WHO

Who is your typical customer (ie, industry, job title, education, sex/age, etc.)?
Note: Fill out a separate sheet, as many as needed, for each persona type in your client base.

WHAT

What are the pain points of this type of customer
(ie, what problems do they bring to you)?



WHY

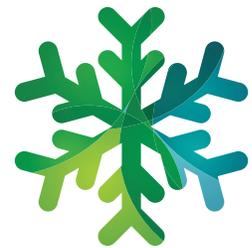
Why would this customer buy from you
(ie, what's your unique selling proposition that makes you different/better than competitors)?

WHERE

Where can you find this customer
(ie, which social sites do they use, what associations do they belong to, etc.)?

HOW

How will you reach them
(ie, what messages will you use and via which marketing channels)?



WHEN

List your top marketing tactics (social media, email, webinar, etc.) for this customer and a timeline for each.

1. _____
2. _____
3. _____
4. _____
5. _____

