

The Marketing Bit's

~ Your Simplified Marketing Plan ~

<p>Target Audience – Who wants to purchase your product and/or services and why?</p> <p>Describe in detail.</p>	<p>Target Audience:</p> <p>Why?</p>
<p>Who is your competition (both direct and indirect)?</p>	<p>Direct:</p> <p>Indirect:</p>
<p>What makes you the ideal choice for your target audience to do business with you, i.e. what makes you specifically different from your competitors?</p> <p>What are your weaknesses when compared to your direct competitors?</p>	
<p>What 5 adjectives best describe your business?</p> <p>What have your clients said about working, shopping with you that made you stand out in their minds?</p>	

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List your goals here using the S.M.A.R.T. goal formula: specific, measurable, attainable, relevant, and timely.

Examples:

- Grow my revenue by 50% from 2009 to 2010
- Increase the number of qualified inbound opportunities (phone, email, web site registrations, and referrals) per quarter to 50.