

# Marketing Basics: 11-step Introductory Marketing Plan

- 1 Identify your target market
- 2 Identify what you're promoting
  - \_\_\_ Feeling/emotion
  - \_\_\_ Business/brand
  - \_\_\_ Product
  - \_\_\_ Service
  - \_\_\_ Something else
- 3 What medium will you use?
  - \_\_\_ Email/email series
  - \_\_\_ Printed mail
  - \_\_\_ Video ad
  - \_\_\_ Audio ad
  - \_\_\_ Video series
  - \_\_\_ Audio series
  - \_\_\_ Mixed educational series (text, video, audio)
- 4 What is the message wrapper?
  - \_\_\_ Remove pain
  - \_\_\_ Add pleasure
  - \_\_\_ Educate/inform
- 5 What is your message format?
  - \_\_\_ Press release
  - \_\_\_ Advertisement
  - \_\_\_ Info/education piece



- 6 Create your 1-sentence message
- 7 Craft your complete message
- 8 Create measurement traps and metrics
- 9 Measure results
- 10 Evaluate results
- 11 Wash, rinse, and repeat!