



# Your One-Page Marketing Plan

EASY STEPS TO ONLINE SUCCESS



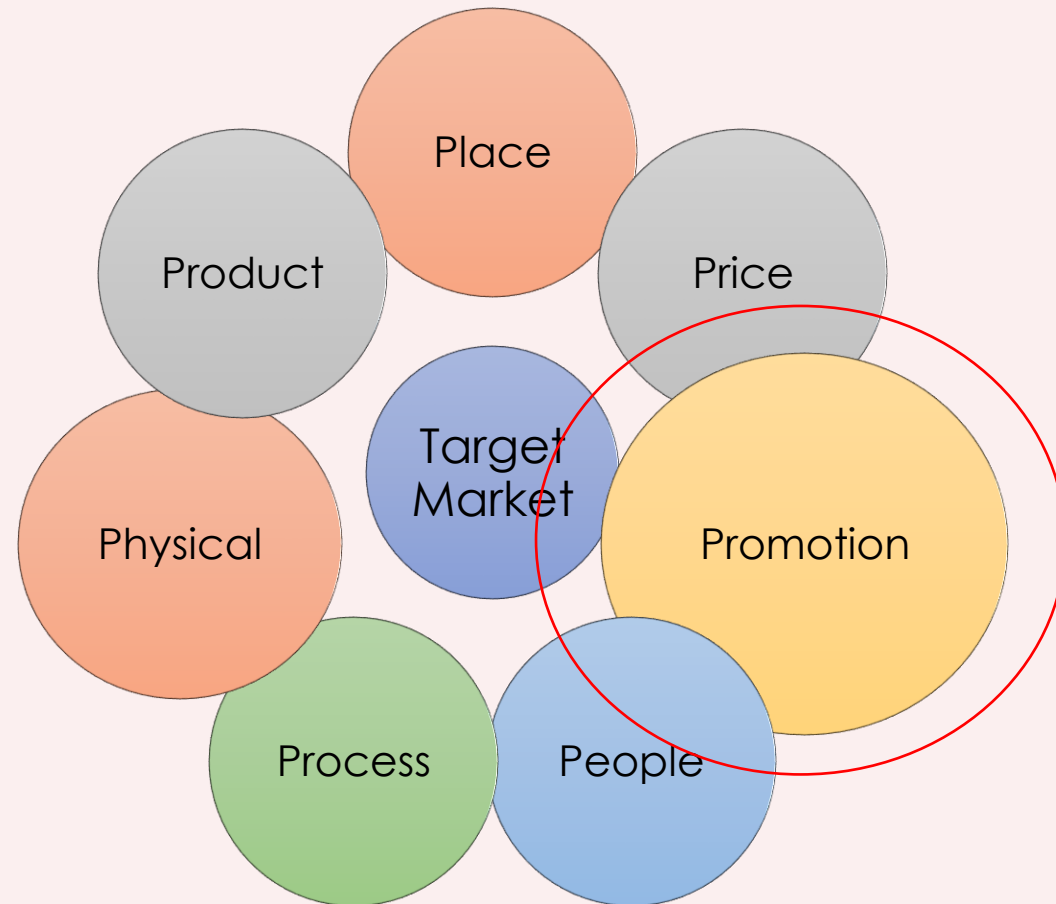
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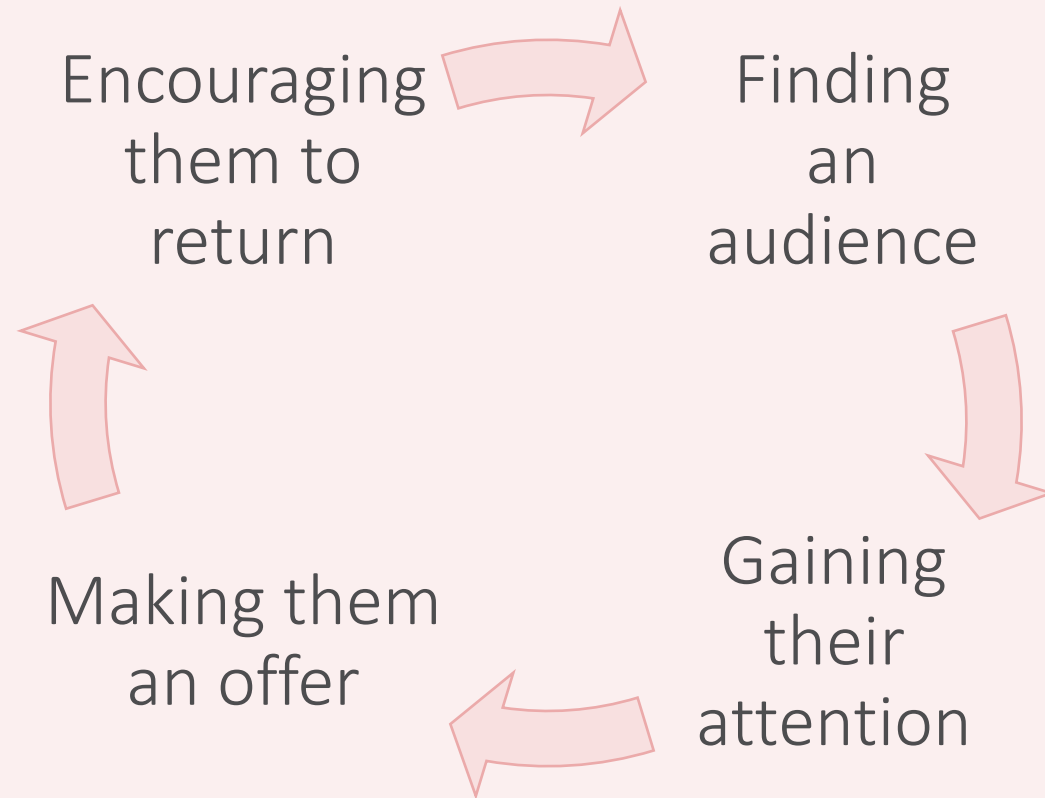
# Agenda

- Marketing 101
- Why your business needs a marketing plan
- The key features of an effective marketing plan
- The social media myth
- Building your funnel
- The web tools you need to make your marketing plan work
- Which marketing methods and techniques you should be using
- How to create a one-page marketing plan for your business

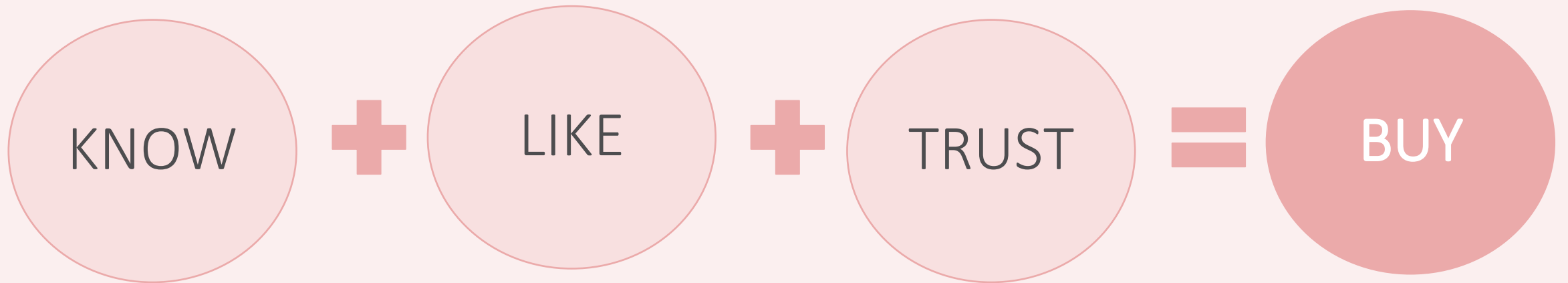
# Marketing 101



# Getting your message out



Know. Like. Trust.



# Why your business needs a marketing plan

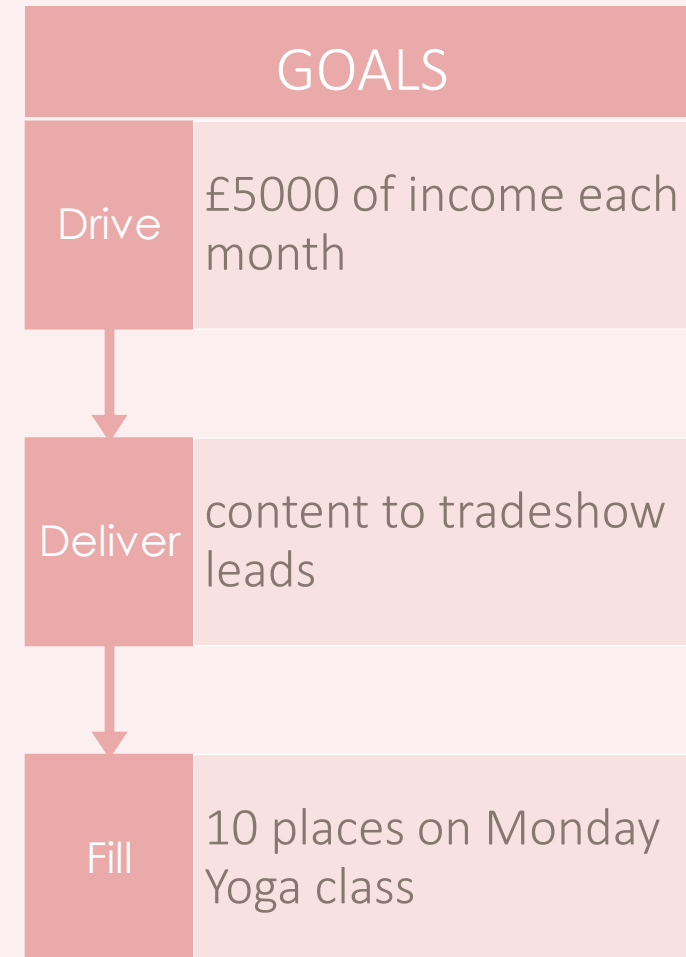
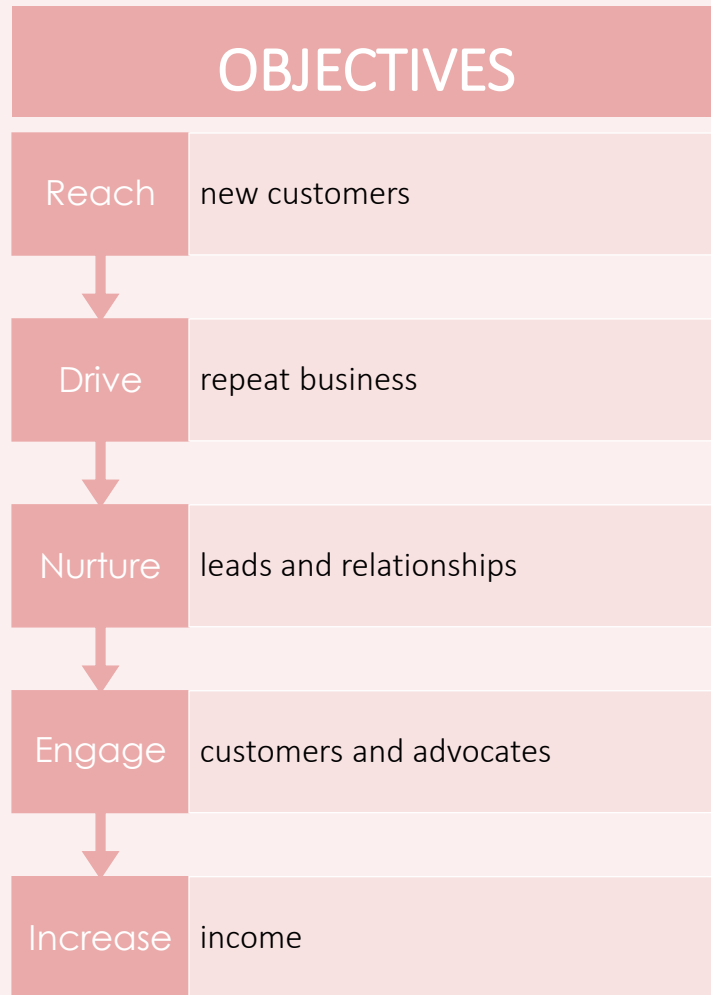
- The four key questions:

- What am I selling?
- Who am I selling to?
- Do they want it?
- (If they do) How much will they pay for it?

- Desired Outcomes

- When you know who your customers are you can hone your message to be strategic and targeted
- When you know where your customers are (and understand what their pain points are) you have to ensure your business, products and services are visible in those places

# The key features of an effective marketing plan





# The social media myth

- Many business people just jump on the – “If I shout really loud and constantly on social media” – bandwagon
- It may have a little impact but, without objectives, focus and planning it’s unlikely to have the end result they need
- So, what’s the solution?

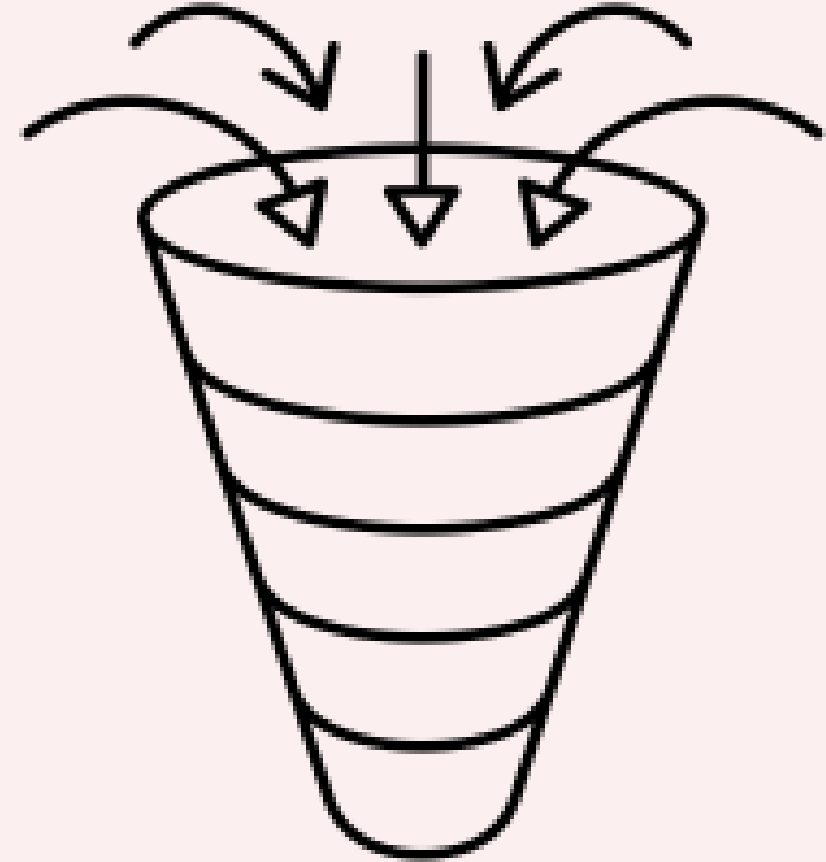
# What is a sales funnel?

- A sales funnel is the steps you take someone through before they become your customer
- 'Funnel' is used as an analogy because the process involves adding a large number of potential customers in at the top with the realisation that only a fraction of these people will end up making a purchase



# Why do you need one?

- The purchase decision is not instant
- You need time to build trust
- Not all the people who are interested in what you do want to buy from you (Marmite!)
- Every business has a 'conversion rate'
- Some customers will stay and repurchase – many will move on so you need a constant supply of new, potential customers



# How a funnel works

- There are four stages to the sales funnel:
  - **PROBLEM AWARE (TOP OF THE FUNNEL)** – people know **they have a problem**, for example, I'm a coffee lover and I want the best cup of coffee in the morning
  - **INTEREST (MIDDLE OF THE FUNNEL)** – my interest in finding the perfect cup of coffee leads me to **look for the best solution** so I start to research coffee making options: cafetiere, filter, percolator etc.
  - **DECISION (BOTTOM OF THE FUNNEL)** – now I know all about the different types of coffee maker, it's time to start **comparing them in terms of my specific needs** – easy to clean, good for the environment, cost – so I can make a decision about what is best for me
  - **ACTION (PURCHASE / BUY IN)** – my research done I am now in a position to hit the 'buy' button and I choose the cafetiere. It's not that the others were bad, it's just this one has proven it will meet my needs specifically
- Where most businesses get stuck (especially if relying on social media) is Awareness
  - Here I am
  - This is what I do
  - I'm so happy to be able to tell you ....
- So, what should you do?
- Start at the " Decision stage (OK, I'll let you have a go at 'Interest' too – but not too much!)



# Set your objectives and plan

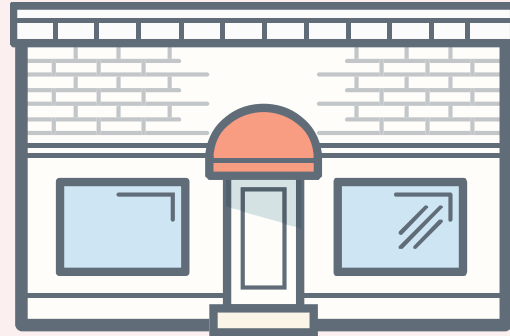
- What is it you want to sell?
- How many?
- To whom?
- By when?
- For how much?
- Where do those people 'hang out'?
- What type of messages, in which formats, do they respond to?
- What questions will they be asking (usually on Google) that you can answer?

# The web tools you need to make your marketing plan work

*Current Customers & New Prospects*

Create appealing **MARKETING CAMPAIGNS** that engage current customers and open you up to new prospects

**SOCIAL MEDIA**  
Drive **SOCIAL VISIBILITY** and **ENGAGEMENT** by sharing the content you create with a strong **CALL TO ACTION**



## **WEBSITE & WEB PAGES**

Provide a **USER FRIENDLY, ENGAGING** and **PROBLEM-SOLVING** experience to **CONVERT** visitors to contacts and customers

**BLOG & LIST SIGN-UP**  
**CREATE** regular, engaging problem-solving content that **ENTICES** them to contact you download a **FREEBIE** or stay in touch

**EMAIL MARKETING**  
Be **CONSISTENT** with the communication of your content to keep your customers and prospects **ENGAGED** and willing to share



# HOW TO CREATE A ONE- PAGE MARKETING PLAN FOR YOUR BUSINESS



# Step 1: Create a calendar

January 2022	February 2022	March 2022	April 2022	May 2022	June 2022
Theme	Theme	Theme	Theme	Theme	Theme
Content	Content	Content	Content	Content	Content
Objective/Measure	Objective/Measure	Objective/Measure	Objective/Measure	Objective/Measure	Objective/Measure
Offer/CTA	Offer/CTA	Offer/CTA	Offer/CTA	Offer/CTA	Offer/CTA
Channels	Channels	Channels	Channels	Channels	Channels

July 2022	August 2022	September 2022	October 2022	November 2022	December 2022
Theme	Theme	Theme	Theme	Theme	Theme
Content	Content	Content	Content	Content	Content
Objective/Measure	Objective/Measure	Objective/Measure	Objective/Measure	Objective/Measure	Objective/Measure
Offer/CTA	Offer/CTA	Offer/CTA	Offer/CTA	Offer/CTA	Offer/CTA
Channels	Channels	Channels	Channels	Channels	Channels

# Step 2: Create your monthly themes

- Make a list of relevant and appropriate dates to inspire monthly themes:
  - Public holidays
  - Important political events
  - Awareness days
  - Festivals
  - Exhibitions
  - Conferences
  - Trade Shows
  - New Books / Films / TV Programmes
  - Anniversaries
  - Annual Milestones or Industry-Specific Dates
- Brainstorm topics, subjects, idea of interest to your customers
- Pull your random, brainstorm thoughts together into larger, monthly topics



THEME

# Step 3: Set your month-by-month objectives

- Create a list of month-by-month objectives, for example
  - Increase website traffic
  - Increase numbers of social media subscribers
  - Increase monthly turnover
  - Sell my book(s)
  - Get sign-ups to my online course
- You shouldn't have more than one objective per month



OBJECTIVE

# Step 4: Set your month-by-month goals

- In order to achieve your monthly objective, you will need to set specific goals that will show you how you are performing against your objective
- For example, if your objective is to increase website traffic your goals could be:
  - 4 x new blog posts on the website promoted via social media posts and a weekly email to my mailing list
  - Create a new lead magnet that can be promoted via social, email and via Facebook and Instagram ads
  - Deliver a webinar with a 'special offer' on a landing page that only attendees get access to



GOAL

# Step 5: Create your calls to action

- Marketing and promotion is the process of pushing out information in order to pull back action
- If your promotional activity does not contain a call to action you are simply providing people with 'things' that will have no direct impact on your customer acquisition or sales
- Therefore, for each of your monthly goals you should have a call to action
  - Click here
  - Sign up now
  - Download this
  - Complete my survey
  - Like my page
  - Post a comment



CTA

# Step 6: Plan your activity

- Using the monthly topics you identified, start to break your promotional ideas into different types of content and activity
  - Blogs
  - Videos
  - Lives
  - Images, GIFs, Memes
  - Social advertising
  - Google advertising
  - Infographics
  - Social posts
  - E-Books
  - Articles
  - Lead magnets
  - Webinars
  - Presentations
  - Networking events



ACTIVITY

PULLING IT ALL TOGETHER

# January 2022

New Year, back to work/school, Burn's Night, Winnie the Pooh Day, International LEGO Day

## THEME

New Year, New You

## CONTENT IDEAS

4 x blogs / Taster webinar / 60-second intro at networking / Leaflets / Downloadable resource

## OBJECTIVE

Sign-up to a six-session fitness and nutrition programme

## GOALS

10 sign-ups / £1500 income

## Offer/CTA

Sign-up / Early Bird / Added extra

## CHANNELS

Website / Facebook / Instagram / LinkedIn / Email marketing / Facebook Ads



# Two things just for you ...



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