

ONE-PAGE MARKETING PLAN

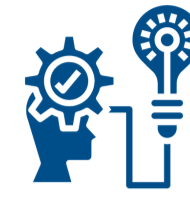
READY



1) DESIRED STATE
What specific business goal do we want to achieve?



2) AVAILABLE RESOURCES
What resources and budget are available?



3) STRATEGY
What is the strategy to achieve our desired state?

AIM



4) TARGET AUDIENCE
Who are the target customers, and how will we reach them?



5) MESSAGING
What messaging and unique value proposition will persuade our audience?

FIRE



6) TACTICS
What media or marketing tactics will we use?



7) LEADS
Where or how will we capture inquiries and leads?



8) CONVERSION
How will we convert or nurture leads into customers?

9) EVALUATE: How will we measure return on marketing investment & refine tactics?

