

One-Page Marketing Plan Business Name:

<i>Title</i>	List the product/service and the specified marketing time period to be covered.
<i>Product/Service</i>	In one sentence, describe your product or service including the utility it provides for its users.
<i>Target Market</i>	Zero right in on the best target customers for your product/service. Which people are most likely to buy your product/service and/or which audience are you most likely to be able to impact with your marketing?
<i>Key Differentiation</i>	How is your product or service different from those of your competitors?
<i>Benefits to Customers</i>	How does your product provide better or different benefits to potential customers than competing products? Is there a benefit or perceived benefit that plays a key role in customers' buying decisions?
<i>Customer Evaluation</i>	Which attributes of your customers may be important for marketing? For example, are they geographically clustered? Do they have similar demographics? Do they tend to weigh a particular factor in mind when making buying decisions?
<i>Marketing Strategy</i>	Now, we get into the part of the document most people think of when they think of a marketing plan. You've spelled out your target market and the key differentiators for your product or service. It's time to talk about how you're going to promote your business idea. Pick one or two primary marketing tactics you'll be using, and briefly describe how you plan to execute them.
<i>Special Offers/Pricing</i>	What pricing or special offers will you include in this marketing campaign?
<i>Marketing Message</i>	What key messages do you want to deliver in your marketing?
<i>Creative</i>	What headlines or specific words may you use in your marketing?
<i>Media</i>	If you're going to rely heavily on social media, for instance, which channels will you choose? Will you advertise or just try to go viral for free? Will you engage in email marketing or inbound marketing, and how? Talk about where and when your messages will run. If you're engaging in publicity, mention the types of outlets you'll target and why. Distill everything into a few sentences.
<i>Profit & Loss Projection</i>	Project the profit and loss of your product/service during the marketing time period.
<i>Measuring Results and Continued Testing</i>	Not only should you track your sales during the marketing period, but as much as possible you should try to determine how each customer heard about your product. Which medium drove in the result? You may decide to quickly change your advertising media or message in the middle of the campaign, or you decide to adjust it

for the next campaign. Marketing is hard. Be prepared to test and try different options until you get great results.

Summary

Brevity can be a friend to the entrepreneur. Learn to write a one-page marketing plan, and you'll develop razor-sharp focus for your business model as well as a substantive way to pitch audiences on your products and ideas without overwhelming them.