

One Page Marketing Plans Provide a Business Umbrella

Your marketing plan is similar to an umbrella. It provides a cover for everything underneath. Without this cover, unrelated tactics could sneak in and add up to a hodge-podge of efforts conveying a variety of messages. One page marketing plans set your strategies on paper and make them easily accessible. Instead of “winging it,” or marketing on the fly, focus makes both your time and money more effective.

Begin by listing events from the previous year on a spreadsheet. Assign a rating number on a one to ten scale, with one being the weakest (an event or campaign which offered no noticeable results) and 10 being strong (significant increased traffic and sales). Once you complete your system, drop any event rated lower than a six.

Add important events for the coming year, including anniversary celebrations, festivals, trade shows and so on. Focus on potential recurring items such as customer appreciation days, holiday sales or company related events.

Continue, adding current expenditures, from the church bulletin to a baseball team sponsorship, listing by month. Allow your sheet to also include noteworthy renewals that affect your advertising, such as domain registration for your website, directory deadlines, conference displays, special “theme” issues and so on. Think through exposure opportunities that may position your firm more effectively.

As you build your calendar, log the dollars allocated for specific tactics or events. Your

expenditures, placed in the month incurred, begin to form a more complete picture for your marketing plan.

Your calendar dictates the rhythm of expenditures; realistically, some months are much heavier than others.

Add activities to those months that need support and estimate the expenditure required to fulfill the task. Remember the umbrella analogy? Think of this process as the spokes of the umbrella, rounding out your cover and giving support to your business.

Now that the base calendar for the year has begun to reveal itself, take a moment to review outcomes that you hope to generate as you contemplate questions like, “What does my marketing ask people to do? What result do I want to generate?” (I want to see x number of customers at x amount average sale per day, or add x clients, sell x books, produce x web hits, etc.)

Concentrating on one message offers an advantage: the opportunity to use a tried and true tool of marketing: frequency. The same message, presented from different sources at different times will more likely be heard, understood, and most importantly, acted upon.

A one page marketing plan unifies your marketing strategies and offers at-a-glance overviews of advertising tactics. Best of all, the OPMP puts you in charge.

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