



*the*  
**marketing**  
**planner**

**Seamlessly develop marketing goals,  
track your progress, and finally focus  
in on building better marketing  
habits.**

*She* **BOLD Stock**

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THIS

# **marketing planner**

BELONGS TO:

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YOUR BUSINESS NAME HERE

# marketing guide.

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## SUCCESSFUL ONLINE MARKETING IS NOT ABOUT BEING EVERYWHERE; IT'S ABOUT BEING WHERE IT MATTERS THE MOST TO YOUR TARGET AUDIENCE

In today's digital age, effective online marketing is crucial for the success of any business. The internet has transformed the way we connect, consume information, and make purchasing decisions. Whether you're a seasoned entrepreneur or just starting out, understanding how to navigate the world of online marketing can pave the way for your business's growth and success. With the vast array of strategies and techniques available, it can be overwhelming to know where to start. That's why I've created a concise three-step guide inspired by the practices of top successful online marketers. In this guide, I'll explore key steps to help you define your target audience, establish a unique selling proposition (USP), build an engaging online presence, and implement effective conversion strategies. By following these steps, you can position your business for online marketing success and effectively reach and engage with your target audience in the digital landscape.

*Let's get started!*



## *Marketing plays a crucial role in the success of any business.*

It is the key to reaching and engaging with your target audience, promoting your products or services, and driving growth. **To develop an effective marketing strategy, it's important to consider how you will market your products or services, allocate time for marketing activities, and outline a plan for sustainable growth.** In this guide, we will explore these questions and provide insights to help you create a robust marketing plan for your business.

## **How Will You Market Your Products and/or Services?**

When it comes to marketing your products or services, it's essential to employ a well-rounded approach. Here are some effective marketing channels and tactics to consider:

1. **Digital Marketing:** Leverage the power of online channels such as search engine optimization (SEO), content marketing, social media marketing, email marketing, and paid advertising. Develop a strong online presence, create valuable content, engage with your target audience on social media platforms, build an email list, and use targeted ads to reach potential customers.
2. **Influencer Marketing:** Collaborate with influential individuals or industry experts who have a significant following and influence in your niche. Partnering with relevant influencers can help you expand your reach, build credibility, and tap into their engaged audience.
3. **Referral Programs:** Encourage satisfied customers to refer your products or services to their network. Implement referral programs that provide incentives or rewards for successful referrals. Word-of-mouth marketing can be a powerful tool for attracting new customers.
4. **Public Relations (PR):** Develop relationships with journalists, industry publications, and media outlets to secure press coverage for your business. Press releases, media pitches, and thought leadership articles can help increase brand visibility and credibility.
5. **Networking and Partnerships:** Attend industry events, conferences, and trade shows to network with potential customers, partners, and industry professionals. Collaborate with complementary businesses or organizations to cross-promote each other's offerings and reach a wider audience.

*Remember, the most effective marketing strategies are tailored to your target audience. Understand their preferences, behavior, and preferred communication channels to ensure your marketing efforts resonate with them.*

## How Much Time Will You Spend Marketing Per Week?

The time dedicated to marketing activities can vary based on the size of your business, available resources, and the complexity of your marketing strategy. It's important to allocate sufficient time and effort to marketing to ensure its effectiveness. Consider the following steps:

- 1. Evaluate your current workload:** Assess the time you currently spend on marketing activities and determine if it aligns with your business goals. Identify areas where you can streamline processes or delegate tasks to free up more time for marketing.
- 2. Set marketing goals and priorities:** Clearly define your marketing goals and prioritize the activities that will help you achieve those goals. Focus on the strategies and tactics that are most relevant and impactful for your target audience.
- 3. Create a marketing schedule:** Develop a weekly marketing schedule that outlines specific tasks, campaigns, or projects to be completed. Allocate dedicated blocks of time for different marketing activities such as content creation, social media management, email campaigns, and performance analysis.
- 4. Consistency is key:** Regular and consistent marketing efforts are crucial for building brand awareness and attracting customers. Aim for a consistent presence across your chosen marketing channels and allocate an appropriate amount of time each week to maintain and enhance your marketing initiatives.

*Remember, marketing is an ongoing process, and it's important to monitor and adjust your time allocation based on the results you achieve. Stay flexible and adapt your schedule as needed to optimize your marketing efforts.*



## What Is Your Plan for Growth?

To achieve sustainable growth, it's essential to have a well-defined plan in place. Consider the following steps when outlining your growth strategy:

1. **Set clear objectives:** Define specific and measurable growth goals for your business. This could include increasing sales revenue, expanding into new markets, launching new products or services, or growing your customer base. Clearly articulate what success looks like for your business.
2. **Conduct market research:** Gain insights into market trends, customer preferences, and competitive landscape. Identify opportunities and potential challenges that may impact your growth. This research will help you make informed decisions and tailor your marketing efforts accordingly.
3. **Develop a marketing and sales funnel:** Map out the customer journey from initial awareness to conversion and beyond. Identify the touchpoints where marketing plays a crucial role in guiding customers through the sales funnel. Develop strategies and tactics for each stage of the funnel to attract, engage, and convert leads into customers.
4. **Monitor and measure performance:** Implement tracking and analytics tools to measure the effectiveness of your marketing efforts. Regularly review key performance indicators (KPIs) such as website traffic, conversion rates, customer acquisition cost, and customer lifetime value. Use this data to make data-driven decisions and optimize your marketing strategy for continuous growth.
5. **Stay agile and adaptable:** The business landscape is constantly evolving. Stay informed about industry trends, emerging technologies, and changes in customer behavior. Be willing to adapt your marketing strategies and tactics to capitalize on new opportunities or overcome challenges.

**WORK**



## CONCLUSION

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# THIS IS THE BEGINNING OF SOMETHING GOOD.

Marketing your products or services effectively is vital for business growth. By carefully considering how you will market your offerings, allocating sufficient time for marketing activities, and outlining a plan for sustainable growth, you can lay the foundation for success. Remember to continuously evaluate and refine your marketing efforts based on feedback and performance data. With a well-crafted marketing strategy, you can reach and engage your target audience, drive growth, and propel your business towards long-term success. *Now it's time for you to dive into the planner!*





# marketing plan.

HOW WILL YOU MARKET YOUR PRODUCTS AND OR SERVICES?

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HOW MUCH TIME WILL YOU SPEND MARKETING PER WEEK?

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YOUR BUSINESS NAME HERE

# marketing plan.

WHAT IS YOUR PLAN FOR GROWTH?

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YOUR BUSINESS NAME HERE

# target market.

CUSTOMER'S NAME:

CUSTOMER'S AGE:

CUSTOMER'S LOCATION:

CUSTOMER'S VOCATION:

CUSTOMER'S FAMILY STATUS:

CUSTOMER'S PERSONALITY:

## CUSTOMER'S PROBLEM

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## MY SOLUTION TO THE PROBLEM

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WHERE TO FIND CUSTOMER  
ONLINE

CUSTOMER'S CORE  
VALUES

- 1.
- 2.
- 3.
- 4.
- 5.

YOUR BUSINESS NAME HERE

# target market.

TARGET MARKET & PRODUCT	
What problem does your item solve?	
Does this correlate with your target customer?	
Based off of the characteristics of your target customer, are there any adjustments you can make to make your product perfect for them?	
In your target customer's perspective, what would they describe as the perfect item? Do you have those elements in your item already?	
List the feedback (both good & bad) that you've received from your paying customers	

YOUR BUSINESS NAME HERE

# target market.

## TARGET MARKET & MARKETING

Where does your target customer hang out?

What type of posts do your target customer like? (funny memes, inspirational quotes, factual data, fun facts, etc.)

Does your target customer impulsively purchase things they see online or does it take a few posts of seeing the same item before they are convinced it's something they need?

Use this information to your advantage.

YOUR BUSINESS NAME HERE

# competitors.

COMPETITOR	THEIR COMPETITIVE EDGE	WEBSITE

YOUR BUSINESS NAME HERE

# yearly strategy.

**january**

**february**

**march**

**april**

**may**

**june**

YOUR BUSINESS NAME HERE

# yearly strategy.

**july**

**august**

**september**

**october**

**november**

**december**

YOUR BUSINESS NAME HERE



MONTH: \_\_\_\_\_

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

NOTES:

Large pink rectangular area for writing notes.

# discount tracker.

COUPON CODE	DISCOUNT	NUMBER DISTRIBUTED	NUMBER USED	DATE CREATED	EXP. DATE

YOUR BUSINESS NAME HERE

# giveaway tracker.

CUSTOMER:	DATE:
ITEMS:	<input type="checkbox"/> GIFT
DESCRIPTION:	<input type="checkbox"/> GIVEAWAY
	<input type="checkbox"/> FUNDRAISER
	<input type="checkbox"/> DISCOUNT _____
	<input type="checkbox"/> OTHER _____

CUSTOMER:	DATE:
ITEMS:	<input type="checkbox"/> GIFT
DESCRIPTION:	<input type="checkbox"/> GIVEAWAY
	<input type="checkbox"/> FUNDRAISER
	<input type="checkbox"/> DISCOUNT _____
	<input type="checkbox"/> OTHER _____

CUSTOMER:	DATE:
ITEMS:	<input type="checkbox"/> GIFT
DESCRIPTION:	<input type="checkbox"/> GIVEAWAY
	<input type="checkbox"/> FUNDRAISER
	<input type="checkbox"/> DISCOUNT _____
	<input type="checkbox"/> OTHER _____

YOUR BUSINESS NAME HERE

# contest planner.

DURATION:	PLATFORM:
MAIN PURPOSE:	
CALL TO ACTION:	

## DESCRIPTION

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## TO-DO

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
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<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

YOUR BUSINESS NAME HERE

# online advertising.

DATES OF CAMPAIGN: \_\_\_\_\_

CAMPAIGN BUDGET	CAMPAIGN COSTS
DAILY \$ _____ CAMPAIGN \$ _____	TOTAL BILLED \$ _____ DATE: _____
TRACKING	RETURN ON INVESTMENT
PROMO CODE: _____ # OF LIKES: _____ PAGE VIEWS: _____	DIRECT REVENUE: _____ URL _____ REFERRALS: _____

## AD LAYOUT/DESIGN

YOUR BUSINESS NAME HERE

# blog post planner.

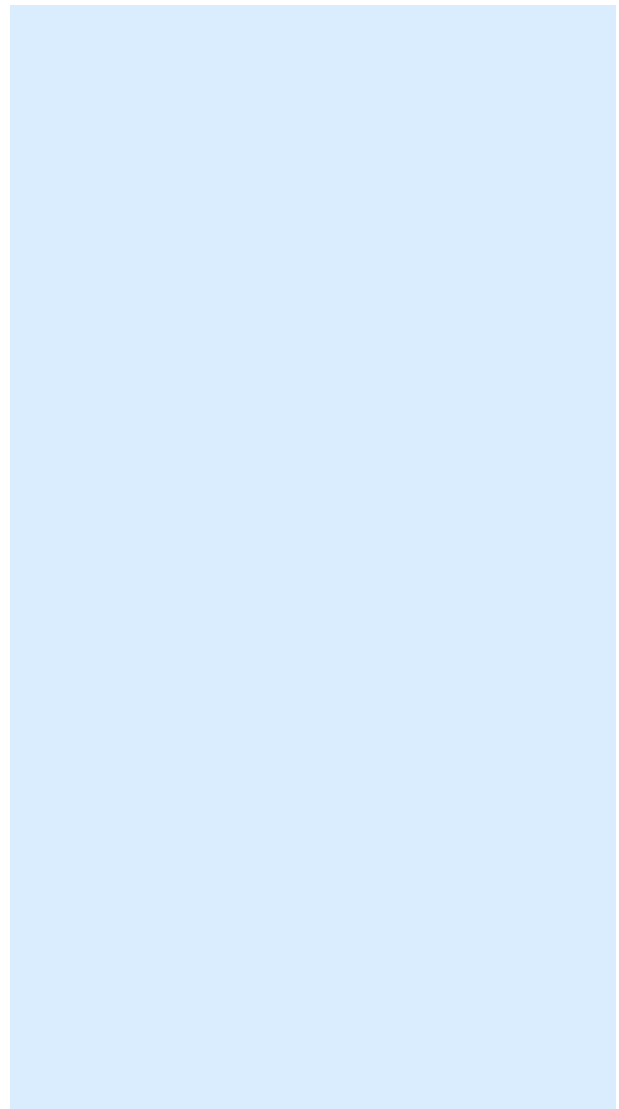
POST TITLE:	PUBLISH DATE:
CALL TO ACTION:	
RELATED	

POSTS:

KEYWORDS TO USE

<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____

CONTENT



LINKS TO ADD

<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____

TO-DO

<input type="checkbox"/>
_____
<input type="checkbox"/>
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<input type="checkbox"/>
_____
<input type="checkbox"/>
_____
<input type="checkbox"/>
_____

YOUR BUSINESS NAME HERE

# email opt-in.

TARGET MARKET PROBLEM	OPT-IN IDEAS

YOUR BUSINESS NAME HERE

# email planner.

EMAIL TITLE:
SEND DATE:
CALL TO

ACTION:

## KEY POINTS OT COVER

<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____

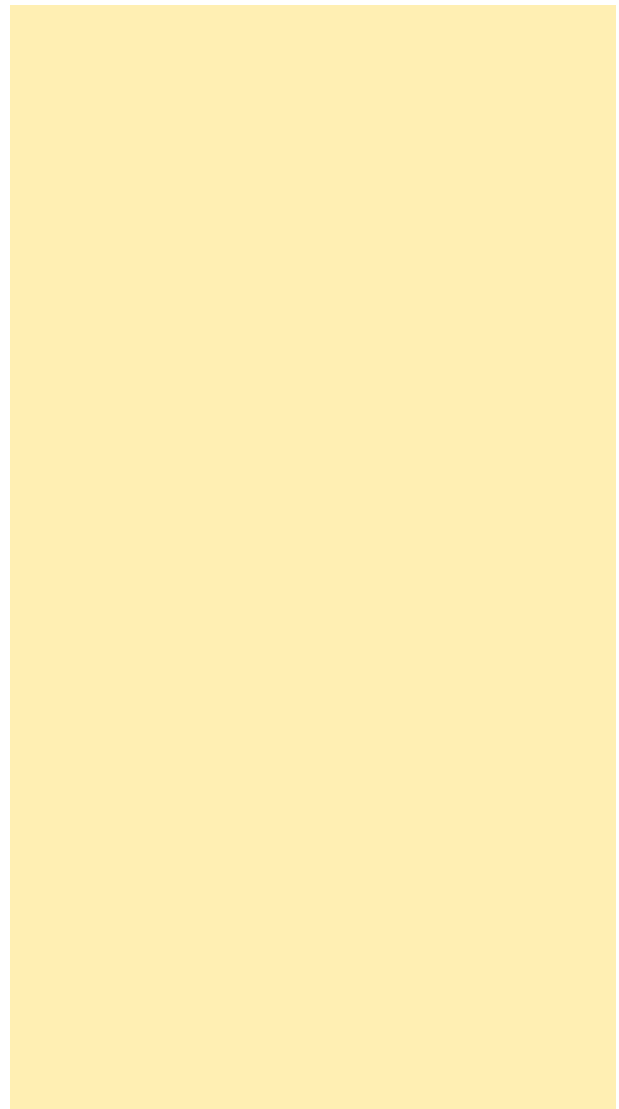
## LINKS TO ADD

<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____

## TO-DO

<input type="checkbox"/>
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<input type="checkbox"/>
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<input type="checkbox"/>
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## CONTENT



YOUR BUSINESS NAME HERE



# social media posts.

DAY/ DATE	WHAT I PLAN TO POST	WHEN	DONE

YOUR BUSINESS NAME HERE

	SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
BLOG								
EMAIL								
FACEBOOK								
INSTAGRAM								
PINTEREST								
SNAPCHAT								
TWITTER								



*Hey lady,*

I'm so happy that you took the time to plan out you're marketing for your business with me. When I first started my stock photo business in 2016 I never imagined how big it would grow. I've been able to help over 10,000 women achieve stand out brands through imagery and education on branding, content creation, and marketing for their business.

I've learned to market through a lot trial and error. Plus alot of throwing things to the wall and hoping it stuck. So I'm so happy that I'm able to share with you a very easy way to keep track and stay in the habit of marketing and showing up for your business.

When you are ready head on over to [join the membership](#) to get access to over 6,000 content solutions to help you market with ease and confidence. I'm so happy for your future!

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*Jasmine*



*the*  
**marketing**  
planner

I wish you all the luck in the world as you embark on your marketing journey online. I know it can be a bit overwhelming, but trust me, your artistic brilliance is going to shine bright. You've got such a unique and captivating style, and I can't wait to see how you capture hearts and minds with your creations. So go out there, rock the online space, and remember, I've got your back every step of the way.

*Good luck, You've got this!*

*She* **BOLD Stock**