

The Creative's Ultimate

ONE PAGE MARKETING PLAN



creative
+ PLUS BUSINESS

CREATED BY:

DATE:

VERSION:

Name of the business: People who own the business: What does your business DO?	What are you selling – SPECIFIC PRODUCTS (including Digital)?	What problem are you solving?
	What are you selling – SPECIFIC SERVICES (including Digital)?	What is your speciality or niche?

Your Unique Value Proposition (USP) or Unfair Advantage:

What is your main marketing goal or objective?	How will you measure success in terms of your goals?
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Who are your main clients or customers?	What do these clients or customers WANT? What do these clients or customers NEED?
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Thinking about your clients or customer groups – how would you describe the following?

Age Range?	Gender?	Location?	Spending Power?	Language?	Interests?	Stage of Life?	Challenges?

Who are your competitors, or peers, from your client's point of view?	What are they doing well, in terms of their marketing, that could inspire you? What are they doing poorly, in terms of their marketing, that you could improve upon?
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Your Price Points - How much are your products and services?	How do your customers buy from you?
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Your Website Address (URL):	URL Registered?	Website Live?
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Your Social Media	Facebook:	Instagram:	LinkedIn:	Other:	Other:
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What are your main marketing channels and activities?

Digital Media	Social Media	Paid Promotion	Networking	Printed Material	Direct Outreach	Other	Other



<p>Name of the business: <i>Does your business have a name? Are you using your own name? If you have a business name, <u>is it registered</u>?</i></p> <p>People who own the business: <i>Write your name in here, and any other owners or partners.</i></p> <p>What does your business DO? <i>How would you describe your business to a potential client, a funding body, or a stranger at a networking event?</i></p>	<p>What are you selling – SPECIFIC PRODUCTS (including Digital)? What are you selling – SPECIFIC SERVICES (including Digital)? <i>List all your offerings that people will pay for. Products are physical or digital 'things' that people can keep for themselves, and services (including digital) are more experiential. You may be selling a combo or package of both, or something completely new! You could also be selling intellectual property, passive income, sponsorship, patronage and more. Check out our Diversify Your Creative Income workshop for more info!</i></p>	<p>What problem are you solving? <i>What problems do your customers have, and how can you help them to solve those problems? Why do they need you? Why do they want to buy from you?</i></p> <p>What is your speciality or niche? <i>Write down your specialised area or genre. If you don't have one – perhaps it's time to think about specialising, to make your business special?</i></p>
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Your Unique Value Proposition (USP) or Unfair Advantage: *This is a sentence that outlines why you are different and special. Make sure it's UNIQUE – how are you one of a kind?*

<p>What is your main marketing goal or objective? <i>What are you hoping your marketing outreach will help you to achieve? Make your goals as specific as possible. It will make your marketing outreach and activities easier to measure.</i></p>	<p>How will you measure success in terms of your goals? <i>Business Guru Peter Drucker said "If you can't measure it, you can't improve it.: Marketing without measurement is a waste of time and money – so how will you measure your marketing?</i></p>
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<p>Who are your main clients or customers? <i>Who is likely to buy from you? Think about what you're selling, do some market research and challenge your gut instincts. Group your most likely buyers together into <u>personas or client characters</u>, and complete the columns below. Remember, you could have more than one group of people interested in what you have to offer! And if your answer is "everyone" - go back to the drawing board, you're a creative business not a supermarket chain!</i></p>	<p>What do these clients or customers WANT? <i>How will your clients know that they're getting an exceptional experience in their dealings with you? What is their greatest hope when they work with you, or buy from you?</i></p> <p>What do these clients or customers NEED? <i>Think about your own buying experiences - when handing over money is the need to TRUST the business receiving that payment. How will you show them that you can be trusted?</i></p>
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Thinking about your clients or customer groups – how would you describe the following? *Remember, you could have more than one group of people interested in what you have to offer!*

Age Range?	Gender?	Location?	Spending Power?	Language?	Interests?	Stage of Life?	Challenges?

<p>Who are your competitors, or peers, from your client's point of view? <i>What other products or services do your customers use to solve their problems? Who else is providing a similar (or complementary) service to you? Are they also peers? What are their strengths and weaknesses? What are their values? How do they engage with their customers? Most importantly - how are you different from them, in the eyes of your clients</i></p>	<p>What are they doing well, in terms of their marketing, that could inspire you? <i>Choose three of your main competitors or peers and look at all their marketing activity. What could you emulate or be inspired by? Don't undercut them or steal from them, be inspired!</i></p> <p>What are they doing poorly, in terms of their marketing, that you could improve upon? <i>Look at the same three. How could your marketing be an improvement on theirs? =</i></p>
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<p>Your Price Points - How much are your products and services? <i>What are you charging for your products and services? How did you come up with those numbers, and how do they compare with your peers and competitors? Are you at the cheaper end of the market – if so, why? Are you at the luxury end? Again – if so, why?</i></p>	<p>How do your customers buy from you? <i>Outline all your 'sales channels' – do they buy direct from your website? Social media? Patreon? Shop? Market? Agency? Directly through email? Directory? List them all and come up with percentages for channel contribution to your revenue.</i></p>
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<p>Your Website Address (URL): <i>Do you have a website yet/ If not, what would you like it to be?</i></p>	<p>URL Registered? <i>With which provider?</i></p>	<p>Website Live? <i>Yes or No? When will it be live?</i></p>
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Your Social Media: *List all the social media platforms that you are using, and think about how you are using each one to connect with the clients mentioned above.*


What are your main marketing channels and activities? *Go through the columns below and describe how you are going to use the various marketing channels available to you. Be specific and think beyond just these areas. Are you also going to reach out to existing customers, or people you used to work with? Organise coffee meetings? Attend conferences? Have a digital newsletter? What about maximising word of mouth and referrals? What exactly are you going to do with each channel? How much time, money and energy are you going to give to each activity?*

Digital Media	Social Media	Paid Promotion	Networking	Printed Material	Direct Outreach	Other	Other

Now check out the Action Plan over the page to help you plot our all our activities, and measure whether they're working against your goals. Check out Mondo Marketing for more ideas!

Use this document to help you plan out the next 12 weeks of marketing activities. Use it to stay on track, establish clear goals, and manage your capacity!

↓ ACTIONS ↓	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
Website?												
S.E.O?												
Facebook?												
Instagram?												
LinkedIn?												
Other?												
Newsletter?												
Meetings?												
Networking?												
Printed Material?												
Direct Outreach?												



To find out more about the CREATIVE PLUS BUSINESS Goal Matrix, check out our [blog post](https://www.creativeplusbusiness.com/wp-content/uploads/2016/03/CB-WORKSHEET-Goal-Matrix-Table.pdf) and download <https://www.creativeplusbusiness.com/wp-content/uploads/2016/03/CB-WORKSHEET-Goal-Matrix-Table.pdf>

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