

creative
+ PLUS BUSINESS

THE C+B ONE PAGE MARKETING PLAN

www.creativeplusbusiness.com



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 (UVP) 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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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: Does your business have a name? Are you using your own name? If you have a business name, <u>is it registered?</u></p> <p>People who own the business: Write your name and any other owners/partners involved in your business.</p> <p>What does your business DO? How would you describe your business to a potential client, a funding body, or a stranger at a networking event?</p>	<p>What are you selling – SPECIFIC PRODUCTS What are you selling – SPECIFIC SERVICES 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.</p> <p><u>Check out this nifty resource about Creating New Income!</u></p>	<p>What problem are you solving? What problems do your customers have, and how can you help them to solve those problems? Why do they need you? All products and services are essentially solving a problem, so articulate yours!</p> <p>What is your speciality or niche? What is your specialised area or genre? Can you think of something connected to your practice, your personal background, or your core values? If you don’t have one, think about ways to make your creative business special and unique?</p>
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Your Unique Value Proposition (UVP) This is a short statement that outlines what makes you different, special, and worth paying attention to? What’s unique about you? Why would someone choose your business? How can you use this to encourage potential customers or clients to engage with your business?

<p>What is your main marketing goal or objective? 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.</p>	<p>How will you measure success in terms of your goals? 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? What will be the Return On Investment (ROI) for your spend of Resources (money, time, energy or creativity)?</p>
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<p>Who are your main clients or customers? 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</u> or <u>client characters</u>, and complete the columns below.</p> <p>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!</p>	<p>What do these clients or customers WANT? When your customers engage you, what’s their best case scenario for how that work will be done? How will your clients know that they’re getting an exceptional experience in their dealings with you? Their WANTS are their greatest hope for when they work with you, or buy from you.</p> <p>What do these clients or customers NEED? Client needs are the most basic part of their engagement with you. Mostly, they need to trust you. How will you show them that you can be trusted?</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?
Age is an important factor in marketing!	Male/Female/Other?	Where are they based? And you?	How much power do they have over the \$?	Do they like formal, simple, casual?	What are their hobbies? Music? TV?	Working? Parents? Retired? Young?	What are they struggling with?

Who are your competitors, or peers, from your client's point of view?

- What other products or services do your customers use to solve their problems?
- Who else is providing a similar (or complementary) service to you?
- What are they charging for their work?
- 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?

What are they doing well, in terms of their marketing, that could inspire you?
 Choose three of your main competitors or peers and look at all their marketing activity. What could you emulate from their marketing,? Don't undercut them or steal from them, be inspired by them!

What are they doing poorly, in terms of their marketing, that you could improve upon?
 Look at the same three. How could your marketing be an improvement on theirs? If you were a potential customer, what would be a marketing turn-off for you?

Your Price Points - How much are your products and services?
 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?

How do your customers buy from you?
 Outline all your sales channels. Do your customers buy direct from your website? Via social media? Patreon? A physical shop? Market? Agency? Directly through email? Directory?
 List them all and come up with percentages for channel contribution to your revenue.

Website Address (URL): Do you have a website yet? If not, what would you like it to be?

URL Registered? With which provider?

Website Live? Yes or No? When will it be live?

Social Media List all the social media and messaging platforms that you are using, and think about how you are using each one to connect with the clients mentioned above. This is a simple sentence that outlines why you are different, special, and worth paying attention to.

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, energy and creativity are you going to give to each activity?

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

Creative Start Up Course

Our on-demand course for starting a creative business will help you get the foundations right, and it's packed with all the webinars, lessons, and resources you need. **Start today!**



↓ ACTIVITY ↓	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 Social Media?												
Paid Promotion												
Newsletter?												
Meetings?												
Networking?												
Printed Material?												
Direct Outreach?												
Other?												

