












MARKETING

One-Page Marketing Plan

How to Create a One-Page Marketing Plan

This 1-Page Marketing Plan template is designed so you can follow the phases of the marketing journey and complete sections of the plan after every lesson of the three-part series: How to Create a One-Page Marketing Plan.

she space

BEFORE (Prospect)			
	MY TARGET MARKET	MY MESSAGE TO MY TARGET MARKET	THE MEDIA I WILL USE TO REACH MY TARGET MARKET
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
DURING (Lead)			
	MY LEAD CAPTURE SYSTEM	MY LEAD NUTURING SYSTEM	MY SALES CONVERSION STRATEGY
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
AFTER (Customer)			
	HOW I DELIVER A WORLD-CLASS EXPERIENCE	HOW I INCREASE CUSTOMER LIFETIME VALUE	HOW I ORCHESTRATE & STIMULTE REFERRALS
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____