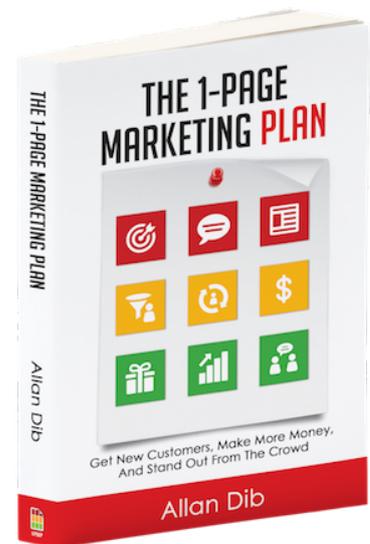


# The 1-Page Marketing Plan

## By Allan Dib

### Introduction

- Need to understand the difference between marketing strategy and marketing tactics. Strategy is the big-picture planning that you do prior to the tactics.
- Tactics before strategy leads to “bright shiny object syndrome”.
- A great product or service is not enough since customers don’t know how good it is until they have already bought. You need great marketing since “Nothing happens until a sale is made” (Thomas Watson, IBM).
- Big business have big budgets that they can spend on branding. Small businesses need to focus on **direct-response marketing**.



### The 1-Page Marketing Plan

9 areas broken down into 3 phases (see graphic at end):

Before (Prospect) – Get them to **know you** and indicate interest

1. My Target Market
2. My Message to My Target Market
3. The Media I Will Use to Reach My Target Market

During (Lead) – Get them to **like you** and buy from you for the first time

4. My Lead Capture System
5. My Lead Nurturing System
6. My Sales Conversion Strategy

After (Customer) – Get them to **trust you** and buy from you regularly and refer

7. How I Deliver a World Class Experience
8. How I Increase Customer Lifetime Value
9. How I Orchestrate and Stimulate Referrals

### Chapter 1 – Selecting Your Target Market

Market to a Niche

- This allows you to become a big fish in a small pond
- A specialist is sought after, more respected and more valuable than a jack-of-all-trades

Not sure which niche to choose? Work out your ideal target market by using the ‘**PVP Index**’ (Personal fulfilment, Value to the marketplace, Profitability). For each market segment, give each of these 3 categories a score out of 10 and add them together and compare.

Create an Avatar (or a few) for your niche and really get an understanding of them... What keeps them awake at night? What are their frustrations? What websites do they visit? Etc.

## Chapter 2 – Crafting Your Message

To stand out from the crowd you need to craft a compelling message that grabs the attention of your target market.

When advertising or communicating to your market...

- Be clear on the **purpose** of your ad
- Instead of trying to sell directly from your ad, simply **invite them to put up their hand** and show interest
- **Have a USP** (Unique Selling Proposition) that clearly explains why they should buy from you rather than from your nearest competitor. “Quality” and “great service” are not USPs – they are expected.
- Get into the mind of the customer and understand what they really want – it’s rarely the thing you are selling and it is usually the result of the thing that you are selling.
- Try to stand out and **be remarkable** (so others make remarks about your business, ad, etc)
- Don’t fall into the trap of talking about your product or yourself. Have an **‘Elevator Pitch’** that talks about the problem that your customers have, how you solve it, and an example (proof).
- Promote the product/service that you have the most confidence in delivering.
- Target the prospect’s pain instead of focusing on your features and benefits. Your prospects and customers want **pain relief (solutions), not features and benefits.**
- **People are more willing to pay for a cure than for prevention.** Targeting existing pain rather than promising future pleasure will result in much higher conversion, much higher customer satisfaction and lower price resistance.
- One way to connect is to **understand the perceived cause of the pain** for your prospects (who they blame). Then side with them and tie this into your solution.

Also, name your product, service or business so that it is clear what you do without having to explain it. If you need to explain the name, then you are already at a disadvantage.

## Chapter 3 – Reaching Prospects With Advertising Media

- **Know your numbers** – a successful marketing campaign as a positive ROI (Return On Investment). Need to know numbers such as Lifetime Value and Acquisition Cost.
- Targeting a niche means that your marketing should be much cheaper AND more effective.
- **Social media is not the ideal selling environment.** However, it is a great place to create and extend relationships which can turn into a commercial relationship.
- Social media is the property of the social network provider. **Build you own marketing assets** (website, blog, etc) and use social media to drive traffic to these assets.
- Your **email database** is still one of the most important elements of your online marketing strategy. Be conversational, use a commercial email marketing system, email regularly, give valuable information, automate.
- Complement email with old fashioned **“snail mail”**. Email is efficient but cards and postcards can connect on an emotional level. Snail mail also stands out since most of your competitors rely on using email.
- There is no need for a **marketing budget** if your marketing is working (resulting in a positive ROI).
- **Have at least 5 sources of new leads** and new customers. Don’t rely on just one or two.

## Chapter 4 – Capturing Leads

The number 1 aim of direct response marketing is to find people that are interested in what you do and get them onto your database. You can then provide them with on-going value, position yourself as an authority and create a relationship built on trust. The sales will come when they are ready to buy.

This is because the vast majority of people are not ready to buy when they see your ad. If you don't put them on your database then you've lost them.

**This means becoming a farmer instead of a hunter.**

## Chapter 5 – Nurturing Leads

Nurturing leads is the process of taking people from being vaguely interested in what you have to offer to desiring it and wanting to do business with you.

When it comes to marketing, **the money is in the follow-up.**

Contact your database regularly with valuable information. **Your job is to market to them until they buy or die.** Instead of being a pest you will become a welcome guest (a trusted authority).

### Lumpy Mail

Lumpy mail is a package sent by post. Take lumpy mail to the next level with the **“shock and awe package”**. Instead of responding to a new lead with an email, send them a package with unique, benefit-laden assets (e.g. books, DVD or CD including testimonials, media clippings, brochures, whitepapers, product samples, promo items, handwritten notes, etc)

Use technology and people with the right skills to help you to automate and your contact process and to keep it consistent and regular.

## Chapter 6 – Sales Conversion

Understand that people have been bitten too many times, and unless you are the well-known industry leader then you are starting the relationship in negative territory.

- Positioning is important. **Don't be too eager to sell.** Build trust by delaying the sale and educating your prospects instead. This will position you as the expert and someone of value.
- Present your business in ways that conveys trust and confidence. Focus on your website, email address (avoid Gmail accounts), phone number, use a CRM.
- Understand the specific fears that your customers have about using your product/service and provide an **outrageous/powerful guarantee** to overcome the fear.
- Don't give your prospect too many options since this will make them reluctant to make a decision due to a fear of making the wrong decision. Give them 2-3 options and pricing.
- Invite your customers to “try before they buy”.
- Tell and remind them about your skills, how you acquired them and the lengths that you have gone to to train your team and implement systems to provide them with exceptional service. Telling the backstory to your product/service is essential and it gives them an assurance that there is substance and quality behind your product.

## **Chapter 7 – Delivering a World Class Experience**

One of the things that separates extraordinary businesses from ordinary one is that they lead “tribes” of Raving Fans.

- Do things to WOW your customers and foster lifetime relationships.
- Don’t just give them what they (think they) want, give them what they need. This means working with them after the sale to help them to get results from the product or service that they’ve purchased.
- Become a “thought leader” by creating and sharing content.
- Systemise your business: Marketing systems, Sales systems, Fulfilment systems, Administration systems.

## **Chapter 8 – Increasing Customer Lifetime Value**

This chapter covers a variety of strategies such as: Raising prices, Upselling, Ascension, Increasing frequency, Reactivating past customers.

## **Chapter 9 – Orchestrating and Stimulating Referrals**

Many businesses relying on “word of mouth” and simply hope for referrals. This is like hoping for a free lunch to feed yourself and your family.

Instead we need to have a system to generate consistent referrals.

- Understand that people give referrals not because they want to do the business a favour, but because they want to help their friends and it makes them look and feel good.
- Simply ask customers for a referral after you’ve delivered them a good result. Offer them a gift or voucher for them to pass onto one of their friends.
- Make it known to your customer during the on-boarding process that you expect them to give you referrals as a natural part of doing business with you.
- Find businesses that deal with your customer before you do and offer them a gift or voucher to pass onto their customers. You can also offer them a finder’s fee but some businesses are reluctant to get paid.

# My 1-Page Marketing Plan

<b>Before (Prospect)</b>	 <b>1. My Target Market</b> ..... ..... ..... ..... ..... ..... ..... .....	 <b>2. My Message To My Target Market</b> ..... ..... ..... ..... ..... ..... ..... .....	 <b>3. The Media I Will Use To Reach My Target Market</b> ..... ..... ..... ..... ..... ..... ..... .....
	 <b>4. My Lead Capture System</b> ..... ..... ..... ..... ..... ..... ..... .....	 <b>5. My Lead Nurturing System</b> ..... ..... ..... ..... ..... ..... ..... .....	 <b>6. My Sales Conversion Strategy</b> ..... ..... ..... ..... ..... ..... ..... .....
	 <b>7. How I Deliver A World Class Experience</b> ..... ..... ..... ..... ..... ..... ..... .....	 <b>8. How I Increase Customer Lifetime Value</b> ..... ..... ..... ..... ..... ..... ..... .....	 <b>9. How I Orchestrate And Stimulate Referrals</b> ..... ..... ..... ..... ..... ..... ..... .....