

MARKETING PLAN TOOLS

Guide for creating effective marketing plan for your business

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1. IDEAL CUSTOMER

DEFINE YOUR IDEAL CUSTOMER PROFILE:

Your ideal customers are willing and able to purchase your products and services and they are attracted to your unique offering.

Your value proposition and offering are created and focused on your ideal customers so you can deliver unique value and experience.

NOTES:

Geography:

Affiliations:

Product/Service Related Needs:

Income:

Social Status:

Product/Service Related Preferences:

Age:

Interests:

Product/Service Related Desires:

Education:

Activities:

What is unique about this customer?

2. UNIQUE VALUE PROPOSITION

ELEMENTS OF YOUR UNIQUE VALUE PROPOSITION:

<p><i>Your unique value proposition is your promise to your customer. It makes you different than any other business.</i></p>	<p>What makes our product unique:</p> <hr/> <hr/> <hr/>	<p>What is the #1 unique benefit for the customer:</p> <hr/> <hr/> <hr/>	<p>Our competitors don't offer:</p> <hr/> <hr/> <hr/>
<p><i>Your value proposition sets the expectations for your customers. All communications with your customers and prospects – marketing, sales pitch, advertising... are based on your value proposition.</i></p>	<p>What makes our service unique:</p> <hr/> <hr/> <hr/>	<p>What is the #2 unique benefit for the customer:</p> <hr/> <hr/> <hr/>	<p>Our competitors are not able to offer:</p> <hr/> <hr/> <hr/>
<p>NOTES:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What makes our delivery unique:</p> <hr/> <hr/> <hr/>	<p>What is the #3 unique benefit for the customer:</p> <hr/> <hr/> <hr/>	<p>Our competitive advantage is based on:</p> <hr/> <hr/> <hr/>

3. LEAD GENERATION

COMPONENTS OF YOUR LEAD GENERATION SYSTEM:

Your lead generation is a system of sales, advertising, marketing and promotional alternatives to create awareness, interest and engage with your target market in an effective and profitable way.

Direct sales channels (Example: networking, sales calls):

Direct response (Example: direct mail, PPC):

Content/Information distribution for attracting qualified leads (Example: websites, social media channels, newsletters, video, guides, email):

Your lead generation system is built around your ideal customer by identifying the most effective channels and media in terms of reach, costs and conversions.

Paid advertising (Example: online advertising, magazine ads, radio):

Referral system (Example: incentives and alternatives to maximize referrals from existing customers):

NOTES:

Free promotion (Example: press releases, community events):

List building channels (Example: building email list online):

4. PRICE-VALUE STRATEGY

YOUR PRICE VS VALUE OFFERS:

Level 1: Introductory / Basic Offer:

Based on your ideal customer profile and your unique value proposition now you can create your offers.

Most companies offer solutions at different price points - delivering different value for their customers simply because some customers need basic solution while others need more and will pay more for the value.

Level 2: Great Value Offer:

Level 3: Total Solution Offer:

NOTES:

PRICE	High			LEVEL 3
			LEVEL 2	
	Low	LEVEL 1		
		Low	VALUE	High