



+ Measure ROI

5 Implementation & Measurement

Marketing Plan 2013

- 1 Recap + ROI
- What worked (what didn't) in 2012?
 - ROI on \$ spent
 - Who is target market? Has anything changed?

- 2 Business + Market
- What do you want to achieve?
 - Proposed budget
 - timing
 - SWOT analysis

3 Product/Service

- Market position - where do your products/services fit?
- What do you do better than anyone else?
- Who do you love to work with?
 - Where are they?
 - How do you reach them?
- Pricing strategy

4 Strategy

- How do you maximize the # of leads?
- Qualify leads
- How do you maximize conversions?
 - System
 - who is responsible?

Channel	Quality	#	Cost	Conversion