

## One Page Marketing Plan

Item	Strategy / Activity
My reason for existence	
What sets my business apart?	
My ideal customer is	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
What is most important to my ideal customer when buying?	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
What I want to accomplish this year	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
The top 3 things that will get me there	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
How much will each activity contribute to sales / profitability?	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
What will trigger my ideal customer to think of me?	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
Marketing activities I am using to achieve my goal	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
Marketing costs for these activities	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
Other Ideas	

## One Page Marketing Plan (Example)

Item	Strategy / Activity
My reason for existence	To provide pet owners within the Portsmouth area a safe and fun place for their dogs
What sets my business apart?	An indoor play-park and luxury accommodation
My ideal customer is	<ol style="list-style-type: none"> <li>1. Professionals within 10 miles</li> <li>2. Retired / unable to walk dog</li> <li>3. 'Competitors' (providing holiday cover)</li> </ol>
What is most important to my ideal customer when buying?	<ol style="list-style-type: none"> <li>1. That their dog is safe</li> <li>2. Their dog is having fun whatever the weather</li> <li>3. Exercise</li> </ol>
What I want to accomplish this year	<ol style="list-style-type: none"> <li>1. Lease a building</li> <li>2. Achieve 50% occupancy of dog crèche</li> <li>3. Get 20 new regular customers</li> </ol>
The top 3 things that will get me there	<ol style="list-style-type: none"> <li>1. Direct mail / leaflet drop to local houses</li> <li>2. Leaflet drops to business parks</li> <li>3. Promotional open days (advertised / PR local paper)</li> </ol>
How much will each activity contribute to sales / profitability?	<ol style="list-style-type: none"> <li>1. Direct mail = £10k (60% of turnover)</li> <li>2. Leaflets = £4k (25% of turnover)</li> <li>3. Open days = £2k (15%)</li> </ol>
What will trigger my ideal customer to think of me?	<ol style="list-style-type: none"> <li>1. Being stuck at work when dog needs a walk</li> <li>2. Seeing other dogs during lunchtime</li> <li>3. Walking in the forest</li> </ol>
Marketing activities I am using to achieve my goal	<ol style="list-style-type: none"> <li>1. Direct mail campaign in Bedhampton</li> <li>2. Advertising for summer holiday campaign</li> <li>3. Hand out leaflets in the forest</li> </ol>
Marketing costs for these activities	<ol style="list-style-type: none"> <li>1. £400</li> <li>2. £300</li> <li>3. £10</li> </ol>

## 200 Guerrilla Marketing Weapons

1. Marketing plan
2. A marketing calendar
3. Identity
4. Business cards
5. Stationery
6. Personal letters
7. Telephone marketing
8. A toll-free number
9. A vanity phone number
10. The Yellow Pages
11. Postcards
12. Postcard decks
13. Classified ads
14. Per-order and per-inquiry advertising
15. Free ads in shoppers
16. Circulars and flies
17. Community bulletin boards
18. Movie ads
19. Outside signs
20. Street banners
21. A window display
22. Inside signs
23. Posters
24. Canvassing
25. Door hangers
26. An elevator pitch
27. A value story
28. Backend sales
29. Letters of recommendation
30. Attendance at trade shows
31. Advertising
32. Direct mail
33. Newspaper ads
34. Radio spots
35. Magazine ads
36. Billboards
37. Television commercials
38. A computer
39. A printer or fax machine
40. Chat rooms
41. Forums
42. Internet bulletin boards
43. List building
44. Personalized e-mail
45. An e-mail signature
46. Canned e-mail
47. Bulk e-mail
48. Audio and video postcards
49. A domain name
50. A web site
51. A landing page
52. A merchant account
53. A shopping cart
54. Auto-responders
55. A search engine ranking
56. Electronic brochures
57. RSS feeds
58. Blogs
59. Podcasting
60. A personal e-zine
61. Ads in other e-zines
62. E-Books
63. Content provision
64. Webinars
65. Joint ventures
66. Word-of-mouth
67. Viral marketing
68. EBay and auction sites
69. Click analysers
70. Pay-per-click ads
71. Search engine keywords
72. Google AdWords
73. Sponsored links
74. Reciprocal link exchanges
75. Banner exchanges
76. Web conversion rates
77. Knowledge of your market
78. Research studies
79. Specific customer data
80. Case studies
81. Sharing
82. Brochures
83. Catalogues
84. Business directories
85. Public service announcements
86. A newsletter
87. Speeches
88. Free consultations
89. Free demonstrations
90. Free seminars
91. Articles
92. Columns
93. Writing books
94. Publishing-on-demand
95. Workshops
96. Teleseminars
97. Infomercials
98. Constant learning
99. Marketing insight
100. Yourself
101. Your employees and reps
102. A designated guerrilla
103. Employee attire
104. Your social demeanour
105. Your target audience
106. Your circle of influence
107. Your contact time with customers
108. How you say "Hello" and "Goodbye"
109. Your teaching ability
110. Stories
111. Sales training
112. Use of downtime
113. Networking
114. Professional titles
115. Affiliate marketing
116. Media contacts
117. "A"-List customers
118. Your core story
119. A sense of urgency
120. Limited time or quantity offers
121. A call to action
122. Satisfied customers
123. A benefits list
124. Competitive advantages
125. Gifts
126. Service
127. Public relations
128. Fusion marketing
129. Barter
130. Word-of-mouth
131. Buzz
132. Community involvement
133. Club and association memberships

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|------------------------------------|---------------------------------|--------------------------------|
| 134. Free directory listings       | 156. Subliminal marketing       | 180. Spying                    |
| 135. A tradeshow booth             | 157. A proper view of marketing | 181. Testimonials              |
| 136. Special events                | 158. Brand name awareness       | 182. Extra value               |
| 137. A name tag at events          | 159. Intelligent positioning    | 183. Adopting a noble cause    |
| 138. Luxury box at events          | 160. A name                     | 184. Easy to do business with  |
| 139. Gift certificates             | 161. A meme                     | 185. Honest interest in people |
| 140. Audio-visual aids             | 162. A theme line               | 186. Good telephone demeanour  |
| 141. Flip charts                   | 163. Writing ability            | 187. Passion and enthusiasm    |
| 142. Reprints and blow-ups         | 164. Copywriting ability        | 188. Sensitivity               |
| 143. Coupons                       | 165. Headline copy talent       | 189. Patience                  |
| 144. A free trail offer            | 166. Location                   | 190. Flexibility               |
| 145. Guarantees                    | 167. Hours of operation         | 191. Generosity                |
| 146. Contests and sweepstakes      | 168. Days of operation          | 192. Self-confidence           |
| 147. Baking or crafts ability      | 169. Credit card acceptance     | 193. Neatness                  |
| 148. Lead buying                   | 170. Financing availability     | 194. Aggressiveness            |
| 149. Follow-up                     | 171. Credibility                | 195. Competitiveness           |
| 150. A tracking plan               | 172. Reputation                 | 196. High energy               |
| 151. Marketing-on-hold             | 173. Efficiency                 | 197. Speed                     |
| 152. Branded entertainment         | 174. Quality                    | 198. Focus                     |
| 153. Product placement             | 175. Service                    | 199. Attention to details      |
| 154. Being a radio talk show guest | 176. Selection                  | 200. Ability to take action    |
| 155. Being a TV talk show guest    | 177. Price                      |                                |
|                                    | 178. Upgrade opportunities      |                                |
|                                    | 179. Referral program           |                                |

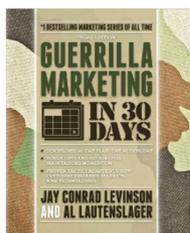
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**Website:** <http://www.gmarketing.com>

### **Recommended Reading**



**The Best of Guerrilla Marketing: Guerrilla Marketing Remix** (Paperback 2011)  
by Jay Levinson and Jeannie Levinson (ISBN-10: 1599184222)



**Guerrilla Marketing in 30 Days** (Paperback – 26 Jun 2014)  
by Lautenslager & Levinson (ISBN-10: 1599185318)