

6 MONTH MARKETING PLAN

STEPS ARE BEST COMPLETED IN THE ORDER LISTED

- COMPLETE A SWOT ANALYSIS
- FIGURE OUT TARGET MARKET
- LOGO AND STYLE REDESIGN
 - SERVICE DETAILS
 - PRICING RESEARCH/REDESIGN
- INTRODUCE PACKAGES AND COUPONS
- DECIDE ON MONTHLY/WEEKLY SPECIALS
 - ACUITY BOOKING
 - BUILD WEBSITE
 - BUSINESS AND RACK CARDS
 - FLYERS TO PUT UP LOCALLY
- DIGITAL FLYERS TO SUBMIT TO GROUPS
- COHESIVE, CONSISTENT SOCIAL MEDIA POSTS
 - DIGITAL ADVERTISING