

SAMPLE 6 MONTH MARKETING PLAN

STEPS ARE BEST COMPLETED IN THE ORDER LISTED

Month 1

- COMPLETE A SWOT ANALYSIS
- FIGURE OUT TARGET AUDIENCE

- LOGO AND STYLE (RE)DESIGN
- SERVICE/PRODUCT DETAILS
- PRICING RESEARCH/REDESIGN

- INTRODUCE PACKAGES AND COUPONS
- DECIDE ON MONTHLY/WEEKLY SPECIALS
- FIGURE OUT BUYING AND BOOKING

- BUILD WEBSITE
- ORDER BUSINESS CARDS
- ORDER FLYERS TO PUT UP LOCALLY
- ORDER DIGITAL FLYERS TO SUBMIT TO GROUPS

- CREATE AND SCHEDULE COHESIVE, CONSISTENT SOCIAL MEDIA POSTS

- CONSIDER PAID DIGITAL ADVERTISING