

YOUR MARKETING ACTION-PLAN

The idea behind this marketing action-plan is to make sure you know what you're doing when planning your marketing.

The boxes are nice and big so you can write in your own actions points under the suggestions we've written.

<p>EVERY DAY</p> <ul style="list-style-type: none">• Social media = twitter/facebook etc• List-building = building or manipulating your database	<p>EVERY WEEK</p> <ul style="list-style-type: none">• Email writing = writing your marketing emails to your target list• Blog writing = write a blog post or two• Gather testimonials = talk to clients and find out what they think
<p>EVERY MONTH</p> <ul style="list-style-type: none">• Planning marketing campaign = working out how to reach and contact your target market• Referral gathering = asking your clients for introductions into other clients	<p>EVERY QUARTER</p> <ul style="list-style-type: none">• Review success and failure over the last quarter = adjust what didn't work, do more of what did• Plan the next quarter = what markets/products are you going to target