

Sample Marketing Plan

Vision:

Beginning with the core inspiration for sharing our service to expand our impact.

To accomplish this vision we will:

- Increase awareness of who we are and what we have to give
- Generate magnetism with creative new events and classes
- Maximize energy with cooperative outreach teams across India

Target Audiences: *To know the needs of the audience, how to best reach them, and to learn what can inspire them to go deeper and be more involved.*

What are the core values* that we have that our audiences share with us?

**A core value is the essence of what we have to give that speaks to the heart of the audience and will motivate them to take the next step.*

Core Values:

- Joy
- Peace
- Security
- Connection (Unity)

Personas*:

**A persona includes characteristics of a group (needs, aspirations, demographics, spiritual questions, daily activities, etc.)*

- People want to come if they feel they are learning something *new and different*, interested in advanced classes, like to “move up a notch” in marketing field.
- Want to gain something tangible (if leaving family), feel they will be able to use the skills from course in the future
- Highly motivated to learn
- Internet-friendly, social media friendly

Main Messages:

- “Tools for manifesting success.”
- “Inspiring and practical applications of marketing for long-term success.”
- “The more you give, the more you receive.”

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1 Year Goals:

Defined goals to provide clarity and help achieve your vision.

- 100 sign-ups
- 100 book purchases
- 1000 new Facebook page likes

Plan of Action:

What activities are needed to be accomplished to achieve the year's goals.

Priorities:

- Website improvement so that our main supporting audience will see the course
- Newsletter list and social media engagement improvements so that when we share the course more people are aware
- Search engine optimization so that course comes up in Google searches

Online Marketing (OM) Activities:

Branding:

Supports clarity of who you serve and how, your uniqueness.

Strong branding focuses and unifies our energies and thus improves magnetism.

- Find high-quality, magnetic social media profile *and* cover photo with slogan
- Update marketing materials (flyer, pamphlets) and social media (photo albums) to use these images
- Online file sharing with high-quality images that represent vibration (for marketing team)
- Create inspiring/helpful course video introduction that repeats main messages
- Share preview clips on social media, do a promoted post

Website:

Your key to connecting with those in search for what you have to offer. Needs to be the beautiful, professional, and give the feeling of your brand.

- Make usability improvements with webmaster, focus on first-time user versus returning-visitor pages (*separate list of tasks document*)
- Connect with other like-minded websites (website to website linking)
- Review Google Analytics for ways to improve how people find, where they spend time, and how long they stay on the website

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Search Engine Optimization:

Because most people search online, it is important that you come up in searches for keywords related to what we have to offer. Also, we can come up in searches by having a video or blog related to a commonly asked question by your target audience.

- Create landing page with SEO'd titles and keywords in first paragraph related to "inspired marketing course"
- Add SEO keywords into social media sites' *about* section
- Review ranking for keywords you show up for in Google

Video & Photo:

To support content creation that is fun and tells the story of your brand; that is otherwise hard for viewers to feel just by a web page or stand-alone social media post.

- Video with inspiring and heart-felt stories (testimonials), introduce the people touched by service
- Create online file library via Dropbox with only high-quality media-friendly photos
- Create photo albums or themed photo series for social media

Newsletter:

How you build trust, maintain friendships, and go deeper with those who have chosen to stay connected with your center. Focus on inspiration not information.

- Create a nice, easy-to-update and easy-to-read, mobile-friendly newsletter template
- Perform some testing, see what newsletters are being opened by title, time of day they are sent
- Continue to improve the template based on responses from recipients

Social Media:

How to stay connected with a wider audience and reach ten-fold new people on sites like Pinterest and Google Plus. Answer how you can help them by sharing helpful or inspiring posts.

- All social media pages have branding updates and SEO
- Google Plus Business Listing
- Link social media sites wherever possible