



## **Create Your Marketing Plan**

### **Step 1. Set Your Objectives**

Determine your business objectives for the next 12 months, including new business metrics, revenue and net income, as well as any other specific goals that will support your long-term success.

### **Step 2. Define Your Tactics**

Determine which tactics you will implement from the list below.

### **Step 3. Identify Actions for Each Tactic**

For each tactic, identify the actions required, your responsibilities and the date that you'll complete that action. It is important to define every action clearly. Once you have identified your action steps, execute!

## **My Marketing Plan**

### **1. Set Objectives**

Increase in number of new clients/new assignments

Increase in gross revenue

Increase in net income

Other goals

### **2. Define Tactics**

#### **a) Existing Relationships**

Interview centres of influence.

Interview top clients.

Implement client referrals program and obtain testimonials.

Form strategic alliances.

Conduct presentations to clients.

#### **b) New Relationships**

Review existing marketing materials.

Write and produce a positioning package.

Create or update Web site.

Consider blog and other media

Develop links to social media

Research and contact media resources.

Write and publish articles and send reprints.

Create email newsletters.

Deliver presentations (eg at conferences)

Write and publish research papers.

Write and publish books.

Appear on television and/or radio.

### **3. Identify Action Plan for each Tactic**