

THE

promotion plan

worksheet

WORKSHEET 6: THE PROMOTION PLAN WORKSHEET

Congratulations – you’ve created your awesome web content and now’s the time to work on promotion.

There’s some crossover from Worksheet 2: Making a plan so you can build on what you did there. The key to your promotion plan is that you’re promoting your business, your products and your services – not the website itself. Set yourself a plan of attack using the following headings to prompt you.

1 Background

This is a brief overview of your business and services offered. It’s probably a mix of your web content on the About and Services/ Products pages. You might be tempted to skip this section because, after all, you know what your business is all about, right? This is still useful to have at the front of your plan because if you want to brief a designer or write a media release or get an assistant to help you with direct marketing emails, etc, it’s useful context:

What do you do?

How long have you been going?

How do you promote it?

Where do you see the business in three years' time?

Have you had any customer feedback?

2 Objectives

What are you trying to achieve? This is similar to the exercise of setting your objectives for your website, which might actually be the same objectives for your promotion. As a reminder, think about whether or not you want to:

- **Grow your business, attract more customers or engage with your customers**
- **Attract a different type of customer**
- **Get the message out about who you are and what you offer**
- **Raise your profile nationally/internationally**
- **Promote new initiatives or milestones coming up**
- **Be seen as an industry leader – the go-to organisation for speaking at conferences, etc**
- **Reposition your business**

3 Key customers (who is the focus?)

Again, these might be the same as those you identified as the customers for your website. If so, great – copy and paste. If not, think through:

Who's your target market?

Who do you want to communicate with? (Is this different from who you're actually communicating with now?)

What are the relevant industry/sector bodies?

Are there any collaboration or partnership possibilities you can identify?

4 Risks and issues

Are there any risks or issues you need to consider? How will these be managed? For example:

If you raise your profile and actively attract more customers, can you meet the demand?

Do you have the resources (time and money) to invest in this new direction?

Do you need to prioritise and have a phased approach to roll out your activities?

5 Strategy

What's your strategy? Will it be split into phases or segmented for different customers? You'll have different plans of attack for your different customers.

Promoting your organic soap range

example

Phase 1: Retail marketing

Research appropriate retailers and approach them to sell the soap. Produce a quality information sheet, invest in packaging, use consistent messaging, arrange appointments, visit, provide test samples etc.

Phase 2: Market days

Perfect for direct selling to customers who love the atmosphere and fun of markets. Choose the right type of market that will appeal to your customers.

Phase 3: Launch website

Promote your website directly to individual customers - those that love the convenience of finding what they want online.

6 Tools and tactics for reaching your customers

What do you currently use? What would you like to use?
(Of those you do use, what works well and what doesn't?)

- Website
 - Video
 - Google My Business
 - Online courses
 - Advertising
 - Facebook
 - LinkedIn
 - Instagram
 - Photos
 - Regular case studies
 - Testimonials
 - Newsletters
 - Blogs/Articles
 - Are there any other industry organisations or publications you should target?
 - Other?
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7 Resources

Again, these might be the same as those you identified as the customers for your website. If so, great – copy and paste. If not, think through:

What are the priorities?

8

Key messages

Given what we've talked about, what are the key messages you want to get across?

What are the top three to five generic messages?

Do you need additional sector messaging?

Who, what, why, when?
