
SAMPLE

Marketing Action Plan

NOTE: This marketing plan is a sample only. It has no bearing on what your marketing plan will look like.

Plan Summary

Target Audience: Women in New York City aged 20-40 who are struggling with pregnancy related problems and often feel depressed (e.g. infertility, miscarriage, post-partum depression, etc.)

Marketing Message Summary: I help women who are struggling with pregnancy and birth related problems feel more relaxed, confident and fulfilled in their lives.

Marketing Plan Summary

Marketing Methods	Costs	Time Line
1. Online Directories: - Update Psychology Today - Create new -Counselling BC - Update Theravive	\$_/month \$_/yr \$_/yr	Oct. 1 st Oct. 30 th Oct 1 st
2. Content Marketing: Newsletter/blog	\$0	Ongoing: Publish article to newsletter and blog weekly
3. Talks for Organizations	\$_ for printing articles and promo materials	2 per month (Oct/13-December/14)
4. Referral Marketing with Other Professionals	As above for printing articles and promo materials	Ongoing (September/13-June/14) Meet with/visit 2 new professionals per week
	Total Marketing Costs: \$__	

Detailed Marketing Action Plan

(Items from above summary are detailed below)

Marketing Methods	Action Steps	Time Lines
1. Online Directories: - Update Psych. Today - Create new listing- Counselling BC - Update Theravive	1. Update Psych. Today and Theravive to make more client-attracting. 2. Write new listing for Couns. BC	Oct. 1 st Oct. 30 th Oct 1 st
2. Content Marketing: Newsletter/blog	1. Research articles online for my target audience to get ideas of topics to write about (e.g. Google, Amazon.com) 2. Come up with article topics for the next 12 articles (3 months) 3. Write weekly articles on Mondays; publish to my list/blog on Tuesdays.	Oct. 3 Oct. 10 Weekly
3. Free talks for Organizations	1. Research Places to give talks to people interested in my topics (e.g. Google, ask others, etc) 2. Contact organizations by phone and follow-up as appropriate. 3. Prepare 2 talks that my target audience is interested in. 4. Schedule 2 free talks per month. 5. Prepare/print promo materials to give out at talks. 6. Prepare sign-up sheet for my newsletter.	Oct. 15 Contact 2 per month Oct. 30 Ongoing Oct. 30 Oct. 30

Marketing Methods	Action Steps	Time Line
4. Referral Marketing with Other Professionals	<ol style="list-style-type: none"> 1. Research doctor's offices in my local area to visit. 2. Visit 2 doctor's offices per week and bring copies of my articles/pamphlets and business cards. 3. Find ways to be helpful to doctors. Ask receptionist and/or doctor about their practice, their patients and their needs. 4. Keep a log who I visited and dates, names of person I spoke to, what we talked about and follow-up discussion. 5. Follow-up with each office a second time after 3-6 months. (schedule dates in my calendar) 6. Send thank you cards to all doctors who referred. 7. Drop off a small gift over the holidays in December or January. Bring more pamphlets. 8. After 2-3 visits to each office, determine the best ones to continue building a relationship with. 	<p>Sept/13-June/14- visit 2 doctor's offices per week.</p> <p>Follow-up every 3-6 months with each office.</p>