



# The Marketing Plan Mini-Camp


Module 3: The Marketing Plan: Make it  
Simple, Realistic and Doable

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# Marketing Plan



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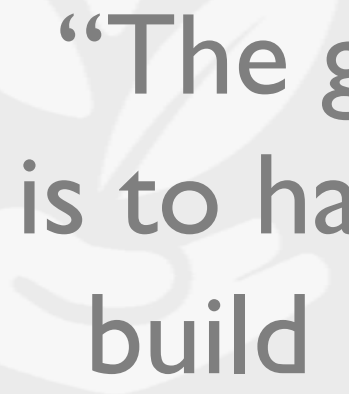


“The aim of marketing is to  
make selling superfluous.”

— *Peter Drucker*

# Building Relationships





“The goal of effective marketing is to have a strategy whereby you build relationships with people over time so that they come to know, like and trust you.”

# Mindset of Giving



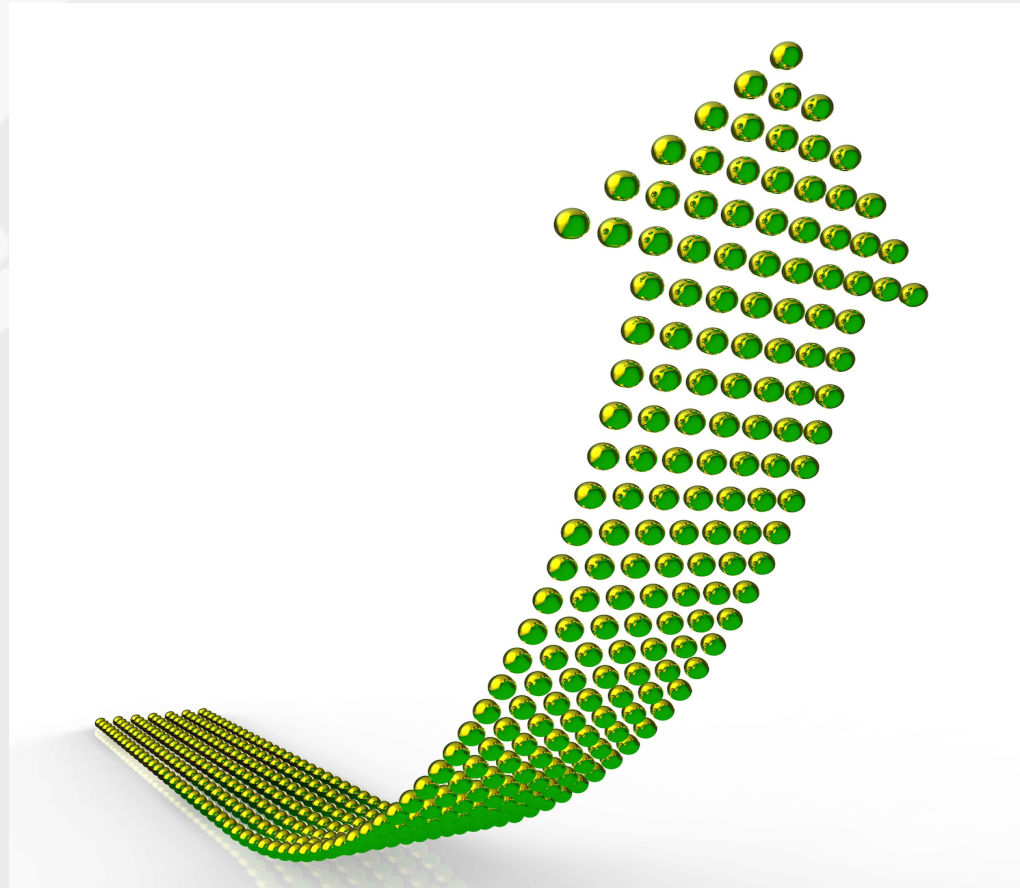
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## *Principle of Reciprocity*

“When you give to people, they naturally want to give back.”

# Think Long-Term Results



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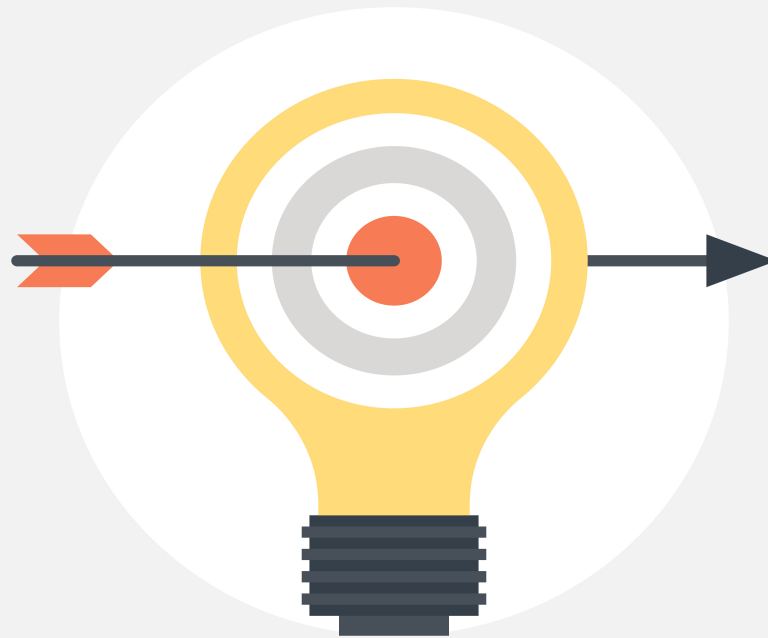


“Marketing is an ongoing process,  
not a one-time event.”

- Juliet Austin

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# Determine Goals



**DEFINE THE GOAL**

# Goal

An outcome you want to achieve (realistic, specific and measurable).

A decorative graphic of a stylized plant with several leaves, rendered in a light, semi-transparent white color, positioned on the left side of the slide.

# Goal Example

Increase revenue to \$100,000  
by Dec. 31.

# Develop Marketing Strategy



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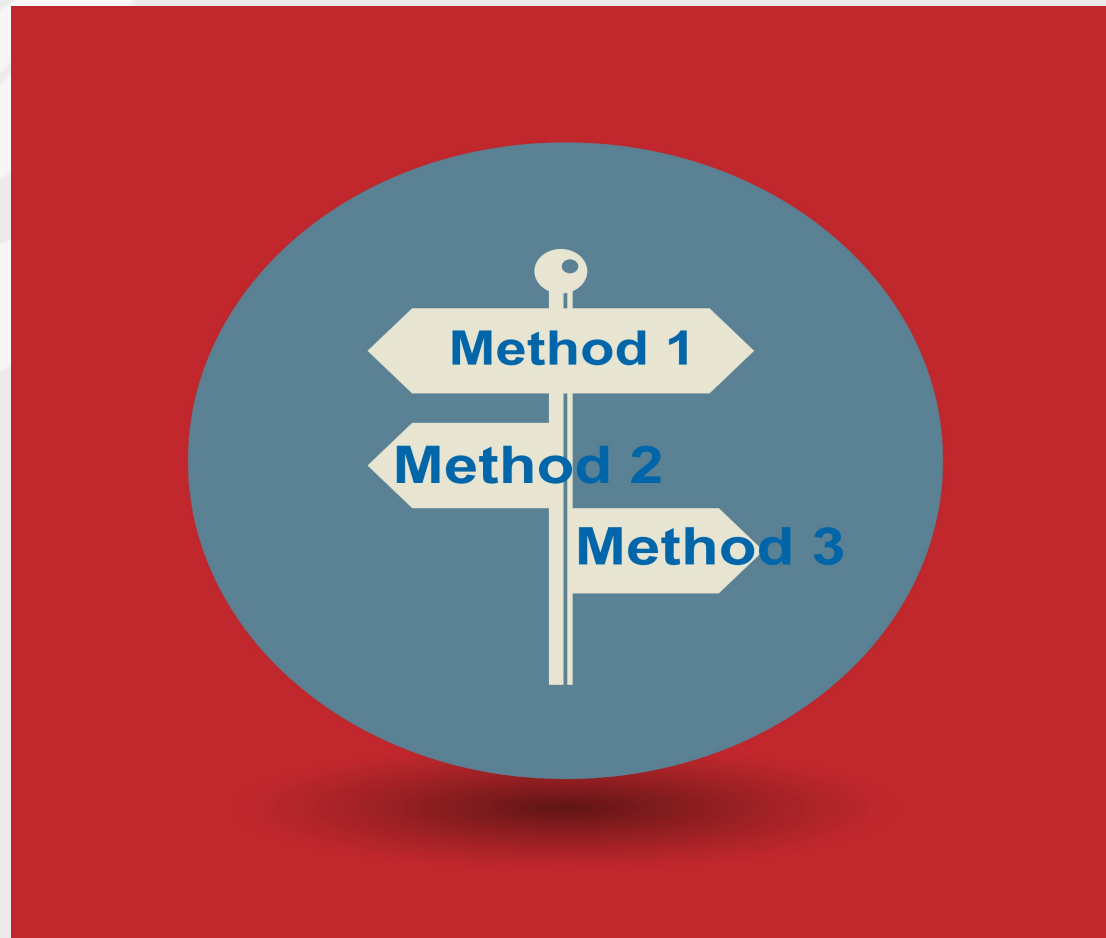
# Marketing Strategy

The overall vision you have in order to achieve your goals.

# Strategy Example

Promote my business as the number  
#1 online resource for\_\_\_\_\_.

# Marketing Methods





# Marketing Methods/Tactics



The actions you take on a regular basis to achieve your goals.



## **Example: Marketing Methods/Tactics**

- write blog post every week
- create helpful videos
- create new modern website

# Choosing Methods/Tactics

- which methods?– depends on goals, time, what you like and want to do
- choose combination of online and offline methods
- choose 1- 4 methods to start
- methods should work together

# Online Marketing



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# Online Methods

- directories (free or paid)
- content marketing (blogging/  
newsletter/videos, audios, etc.)
- social media (Facebook, Twitter,  
Google+, Pinterest, etc.)
- teleseminars/webinars

# Local Marketing



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# Local Methods

- speaking (free or for a fee)
- referral marketing
  - with other professionals/  
business owners
  - clients/family/friends
- business networking meetings

# The Marketing Plan



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# Marketing Plan Sample

Marketing Methods	Action Steps	Time Lines
<p>1. Online Directories:            - Update Psych. Today            - Create new listing-            Counselling BC            - Update Theravive</p>	<p>1. Update Psych. Today and Theravive to make more client-attracting.            2. Write new listing for Couns. BC</p>	<p>Oct. 1<sup>st</sup>            Oct. 30<sup>th</sup>            Oct 1<sup>st</sup></p>
<p>2. Content Marketing:            Newsletter/blog</p>	<p>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.</p>	<p>Oct. 3            Oct. 10            Weekly</p>
<p>3. Free talks for Organizations</p>	<p>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.</p>	<p>Oct. 15            Contact 2 per month            Oct. 30            Ongoing            Oct. 30            Oct. 30</p>

# Track Results



SALES AND MARKETING TRACKING SHEET									
Month	Jan	Year	2014						
	Word of Mouth	Referrals	Networking Group	Directory Listing	Web search engine	Internet - Other	Advertising	Totals	
Private Practice Private Sessions									
Sally	400								
Henry		200							
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Client Name									
Total Private Session Billings	\$ 400.00	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600.00	
Private Practice Group Session									
Group Name									
Group Name									
Group Name									
Total Group Session Billings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Product Sales									
Buyer Name									
Buyer Name									
Buyer Name									
Buyer Name									
Buyer Name									
Buyer Name									
Total Product Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	



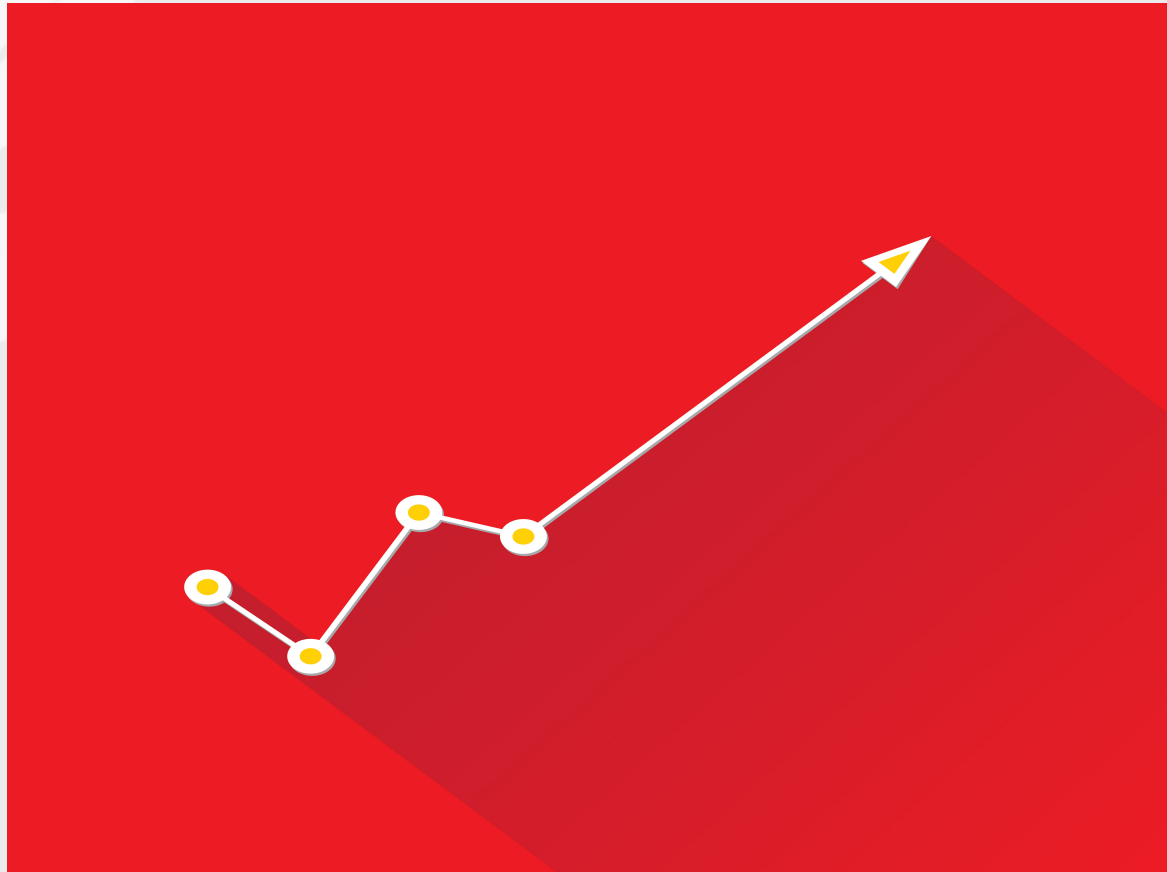
Comments

Month

year totals



# Improve to Grow



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# Steps to Improve

1. Review and modify regularly.
2. If something isn't working find out why –don't abandon prematurely.
3. All methods of marketing work –key is to figure out HOW to make them work for you.


# The Path to Success



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# Path To Success

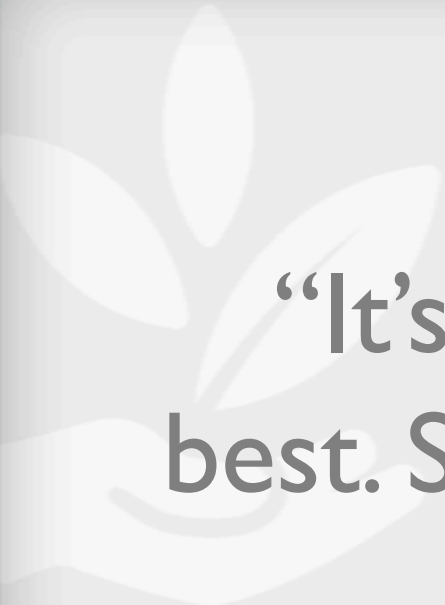
1. Have clear goals.
2. Create a realistic strategy to achieve goals.
3. Record steps in the Marketing Plan.
4. Include time lines.
5. Block out time in your calendar.
6. Put due dates in your calendar.
7. Track and modify results.



“Action is the foundational key  
to all success.”

— *Pablo Picasso*





“It’s not enough to do our  
best. Sometimes we have to do  
what is required.”

— *Sir Winston Churchill*

# Success



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