

ONE-PAGE MARKETING PLAN FOR CHANGEMAKERS

1. SEE THE BIG PICTURE

Your buyer persona's	
<i>Who are they?</i>	
<i>What problems do they have that you are solving?</i>	
Your product or service	
<i>How is your product or service solving the customers problem?</i>	
Your core marketing message	
<i>How are you going to present the uniqueness of your product or service and show its importance to your customers?</i>	

2. YOUR MARKETING PLAN

Your marketing goal	
<i>Set a specific marketing goal: What, How much, How, When, Who are you going to reach? Example: Reaching 100 active followers by promoting new Instagram account by the end of spring 2021.</i>	
Your marketing action plan	
<i>What will be your next three steps to reach your goal?</i>	
<i>What marketing channels will you be using?</i>	
<i>How are you going to estimate that you're reaching your goals? Example: We will divide our goals into smaller goals (10 new followers on social media every week). If we notice that we cannot reach that goal, we will post more often and post in a way (e.g. videos, informative posts) that has reached most followers previously.</i>	