



Marketing Master Plan Categories

3 Ways for Exponential Growth of Any Business:

1. Get More Prospects
2. Increase Conversion Ratio (of prospects to customers)
3. Increase Average Ticket Size and/or Frequency

Categories:

Optimizing Customer Database

Customer Acquisition Strategies

Core Competency or USP

Presentation to the Customer

List Marketing System: Auto-Responder, Drip Campaign, Recapture Campaign

Pricing Audit & Competitive Pricing Analysis

Website (12-point checklist)

Search Engine Marketing

Video Marketing
Social Media Integration, Automation, and Best Practices
Paid Advertising (Online)
Paid Advertising (Print)
Paid Advertising (Media)
Direct Response Campaigns
Directories
Sales System
Cold Calling Campaigns
Sales Training
Inside Sales
Outside Sales
Community Marketing
Education-Based Marketing
Strategic Partnerships/Alliances & Joint Ventures
Sales Funnel Maximization
Content Marketing

In order to have a complete and comprehensive Marketing Master Plan, each of these categories should be fleshed out into checklists, measurements, benchmarks, and procedures. On plans we develop, each category has a number of bullet points beneath it, and each bullet point is tied to action steps, procedures, and results tracking. If you would like more information on how to get a complete Marketing Master Plan developed for your company, feel free to reach out to us via email at seth@growthshop.co

