

# Hour-by-Hour Marketing Planning Day

For your next marketing planning day, follow this hour-by-hour breakdown where we'll guide you through the key steps of creating a successful marketing action plan.



TIME	TASK	GOALS & QUESTIONS TO ANSWER
8:30 am - 10:00 am	<b>Research and Define Target Audience</b> Spend your morning getting to know your ideal customer.	<b>Answering the following questions, build a buyer persona for your ideal customer.</b> <ul style="list-style-type: none"><li>What are the typical daily routines, habits, and behaviors of your target customer?</li><li>What social media platforms do your target customer use?</li><li>Does your idea customer fit a particular demographic or live in a specific area?</li></ul>
10:00 am - 10:30 am	<b>Identify Your Businesses Unique Offering</b> Spend the next 30 minutes focusing on what makes your business stand out.	<b>Write a clear, simple, and memorable statement that explains what your business does and why it's unique. This statement should provide the following information:</b> <ul style="list-style-type: none"><li>What problem does your ideal customer have that only your business has a solution for?</li><li>How is your business different from others in the market?</li><li>Why should your ideal customer choose you over your competition?</li></ul>
10:30 am - 11:30 am	<b>Determine Your Marketing Goals</b> Over the next hour work to identify what you hope to accomplish through your marketing efforts and identify how you will track these goals.	<b>Define 3 main goals (and KPIs) of your marketing efforts.</b> <ul style="list-style-type: none"><li>What specific outcomes do you want to achieve through your marketing efforts, such as increasing website traffic, generating leads, or boosting sales?</li><li>How can you make your marketing goals specific, measurable, and time-bound, so you can track progress and adjust strategies as needed to achieve success?</li></ul>
11:30 am - 12:00 pm	<b>Choose Your Marketing Types</b> The next 30 minutes should be used to determine what distribution channels and marketing types will resonate with your audience.	<b>Select your marketing avenues:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Social media marketing</li><li><input type="checkbox"/> Google Business Profile</li><li><input type="checkbox"/> Email marketing</li><li><input type="checkbox"/> Video marketing</li><li><input type="checkbox"/> Local news spotlight</li><li><input type="checkbox"/> Blogging</li><li><input type="checkbox"/> Paid advertising</li><li><input type="checkbox"/> Search engine optimization</li><li><input type="checkbox"/> Influencer marketing</li><li><input type="checkbox"/> Referral programs</li><li><input type="checkbox"/> Direct mail</li><li><input type="checkbox"/> Events and sponsorships</li><li><input type="checkbox"/> Local SEO</li><li><input type="checkbox"/> Other: _____</li></ul>
12:00 pm - 1:00 pm	<b>Take a Break for Lunch</b> Creativity can't run on an empty stomach.	<b>Benefits of a full-hour lunch break include:</b> <ul style="list-style-type: none"><li>Avoids becoming a hangry monster that scares off potential customers.</li><li>Gives your brain a break from marketing overload, allowing fresh ideas to marinate.</li><li>Presents an escape from the occasionally daunting responsibilities that come with managing a small business.</li></ul>
1:00 pm - 1:30 pm	<b>Check in On Your Business</b> Spend a half hour checking in on your clients and team.	<b>Set an alarm--- You need to get back to your planning day!</b>
1:30 pm - 3:30 pm	<b>Set Your Foundation</b> Spend the next two hours setting up the initial steps and base elements for your chosen marketing types and platforms.	<b>Establish the initial steps and foundational elements for your chosen marketing efforts.</b>  [See List Below]
3:30 pm - 5:00 pm	<b>Make a Plan</b> End your day by plotting out your marketing efforts.	<b>Create a roadmap for your marketing activities.</b> <ul style="list-style-type: none"><li>Establish realistic timelines for each task based on your available resources, budget and marketing goals.</li><li>Set time to regularly review and adjust your action plan to ensure that your marketing efforts stay on track.</li></ul>

## Set Your Foundation

- ☐ **Social media marketing:** Update your social media pages or sign-up for platforms you'd like to utilize. Ensure you have a consistent brand image across platforms (cover photo, description and handle) and link platforms to your company website.
- ☐ **Google Business Profile:** Update or claim your GBP profile. Make sure your business information and hours of operation are up to date, add photos, address or service area and encourage customers to leave reviews.
- ☐ **Email marketing:** Set-up email automation, build a subscriber list and determine your email cadence.
- ☐ **Video marketing:** Identify tools needed to create a video content (often a smartphone is all you need). Research existing content created for your ideal customer and brainstorm content ideas.
- ☐ **Local News Spotlight:** Develop a pitch to get your business featured on the local news.
- ☐ **Blogging:** Identify potential authors (yourself, staff members, industry experts), pick topics relevant to your audience and business and determine the frequency you'd like to post.
- ☐ **Paid advertising:** Select platforms and ad types for paid advertising (Google Ads, Facebook Ads, PPC, Display, etc.). Establish a budget and set-up associated ad accounts.
- ☐ **Search engine optimization:** Hire an SEO professional or use online tools to conduct keyword research optimize your website structure and content to improve your search engine ranking.
- ☐ **Influencer marketing:** Find and reach out to influencers in your industry or niche to develop partnerships.
- ☐ **Referral marketing:** Encourage current customers to refer their friends and family to your business. Consider punch cards or referral codes.
- ☐ **Direct mail marketing:** Identify area for direct mail and offer types.
- ☐ **Events and sponsorships:** Find relevant local events or initiatives to participate in or sponsor.
- ☐ **Local SEO:** Optimize your website and online presence for local search results by adding local keywords, updating your business information, and getting listed in local directories like Google or Yelp as well as industry specific sites such as Angi or HomeAdvisor.