

ONE STOP **CPA**

BUSINESS TOOLKIT

A workbook designed to help you build a solid foundation for your business and have a strategy to dominate your market.

CORE STRATEGY

HERE, YOU WILL CLARIFY

- WHAT YOUR PRODUCT OR SERVICE IS
- WHO YOUR TARGET AUDIENCE IS AND
- WHAT CORE PROBLEMS YOU ARE SOLVING.

Core Concept

01. What product or service are you offering?	02. Who is your ideal client?
03. What are the main pain points you are solving?	
04. Where and how can you reach your ideal client?	
05. Main value proposition:	
"The business provides x for y by doing z"	

Core Questions

Who and what's the product/service for?

Who is the audience - what are they striving towards and what are their fears?

How will your product/service help them with their fears and in reaching their goals?

How will you reach your audience? What channels do they trust and use?

How will you make your clients talk about you and recommend you to their friends?

What assets are you building for your brand/company?

Brand Strategy

Brand Core	Purpose:	Vision:	Values:
Brand Positioning	Target Audience:	Positioning: Is your brand exclusive and expensive or accessible and affordable etc?	Brand Awareness: What channels will the company or brand use to reach audience?
Brand Personal	Personality:	Brand Voice:	Tagline:

Ideal Client

What does he/she talk about:

What platforms do he/she visit:

Rank his/her priorities & preferences:

Price

Cash

Youtube

Quality

PayPal

Instagram

Service

Credit Card

Facebook

Comments/Notes:

Trusted Marketing Channels:

When they make buying decisions, what sources do they trust - influencers, google, niche blogs etc.

Marketing Message:

Something that resonates with his/her personality, problems and aspirations.

Ideal Client

Name of the fictional ideal client:		
Gender:	Age:	Marital Status:
Occupation:	Income:	Marital Status:
Location:		
Personality:		
Main Goals & Aspirations:	Main Problems & Challenges:	
Hobbies:		
What do he/she value:		
Causes he/she supports:		

Mission Statement

01 Why does your brand/business do what it does?

02 What do you want to help your customers to achieve?

03 What impact do you want to have in the community?

04 Write your company's mission statement in a few sentences

Our company's mission is to (02)
and (03) because of (1)

Vision Statement

01 What would the company be doing so you would consider it a success?

02 What would the company's success look like financially?

03 What will your customers think and feel about the company?

04 Write your company's vision statement in a few sentences

Mission statement was about "now", in contrast to vision statement, which is all you that the company aims to be somepoint in the future

Pricing Strategy

Cost Based Pricing

A fixed sum or percentage of profit is added to the fixed costs to arrive at the final sale price. This method is perfect for wholesalers and businesses dealing in large quantities as the profit comes from volume.

Value Based Pricing

A final price is based on the perceived value for the customer - ex. cost of logo will be higher for a large company compared to a small mom & pop's

Price Skimming

This involves setting high prices when a new product comes out and then lowering them gradually as new competition comes to the market. This strategy aims to get you customers at multiple price points.

Bundle Pricing

By bundling your products together into larger packages you provide higher perceived value for your customers - which increases conversion rate and sales numbers. Perfect for digital products.

Penetration Pricing

By selling at lower prices compared to your competition you'll be able to gain market share and make up the low sale price with higher volume. This is a good strategy for starting businesses with low fixed costs.

Premium Pricing

The holy grail of pricing. By asking higher prices than your competitors you are asserting your company/brand as higher quality. Perfect for niche products.

What is the company's pricing strategy will the company deploy? Why?

PRICING STRATEGY

- How do you determine the selling price?

- Is your selling price higher, lower or about the same as your competitors' prices?

- What products are sensitive to price changes?

Fixed Costs

Variable Costs

Optimal price you should charge?

Buying Cycle

Buying Cycle	What your customers seek	Triggers to push to the next stage
<p>Aware (Customer becomes aware of their needs)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Search (Customer searches for potential solutions)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Evaluate (Customer evaluates the different options)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Decide (Customer decides on a solution)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Evangelize (Customer becomes an active user of the product/service)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Pitch Canvas

A simple statement of what change you and your product are making in the world.

Problem (pain)

Product (solution)

Product Demo

Unique Product Propostion

Customer Traction

Business Model

Investment

Team

Call to Action

Why You?

PRODUCTS AND SERVICES

EXPLAIN IN DETAIL YOUR PRODUCTS AND SERVICES

Product or Service #1

Product or Service #2

Product or Service #3

Product or Service #4

MARKET PROFILE

Market/demand for your products or services:
(size of market, etc.)

The type of person that would buy your products:
(age, gender, income level, career, education, etc.)

What attracts this person to your products:

MARKET PROFILE

Market/demand for your products or services:
(size of market, etc.)

The type of person that would buy your products:
(age, gender, income level, career, education, etc.)

What attracts this person to your products:

Marketing Funnel

01

Awareness & Getting Discovered

Goal/Outcome:

ex. get more viewers on my website

Steps to Take:

ex. post more on social media

02

Build Trust and Interest

Goal/Outcome:

ex. share educational and behind the scenes content

Steps to Take:

ex. offer useful freebies

03

Taking Action

Goal/Outcome:

ex. sell premium course or workbook

Steps to Take:

ex. create time limited promotions and offers

04

Nurture Customers

Goal/Outcome:

ex. get repeat customers

Steps to Take:

ex. offer upsells and exclusive affiliate program

Marketing Funnel

Awareness and Getting Discovered

Goal Outcome

Steps to Take

Build Trust and Interest

Goal Outcome

Steps to Take

Taking Action

Goal Outcome

Steps to Take

Nurture Customers

Goal Outcome

Steps to Take

Marketing Funnel

01 Awareness & Getting Discovered

Goal/Outcome:

Steps to Take:

02 Build Trust and Interest

Goal/Outcome:

Steps to Take:

03 Taking Action

Goal/Outcome:

Steps to Take:

04 Nurture Customers

Goal/Outcome:

Steps to Take:

A.I.D.A Model

0
1

Awareness

How will people get to know about your brand/product/service?

0
2

Interest

How will you get potential clients interested in trying your product/service?

0
3

Desire

How will you get potential clients want to try your product/service?

0
4

Action

How will you get potential clients commit and purchase or try out your product/service?

A.I.D.A Model

0 1	Awareness

0 2	Interest

0 3	Desire

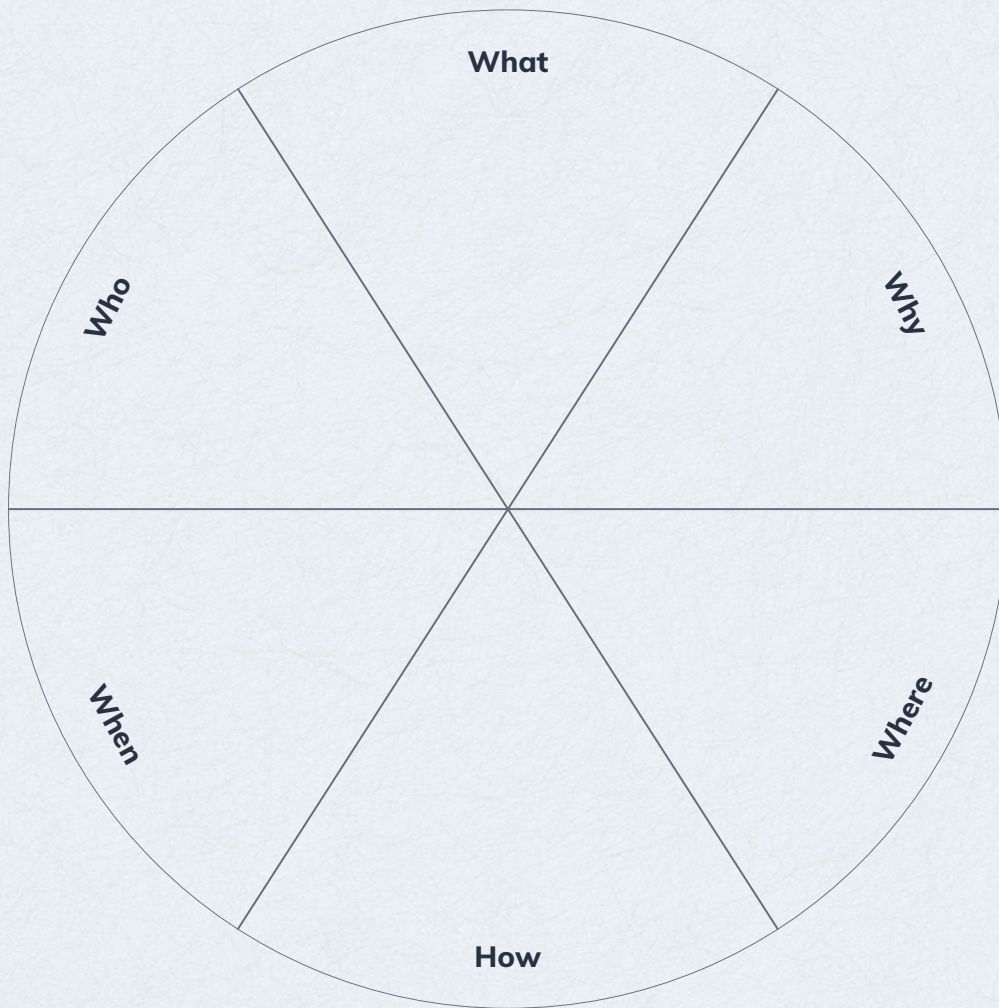
0 4	Action

TARGET MARKET

Product or Service	Targeted Customers	Strategy

Go to Market Strategy

Your GTM plan includes **Who** (your target audience), **What** (your products or services), **Why** (your brand proposition), **Where** (your target markets), **How** (your marketing strategy) and finally **When** (timeline and key milestones).

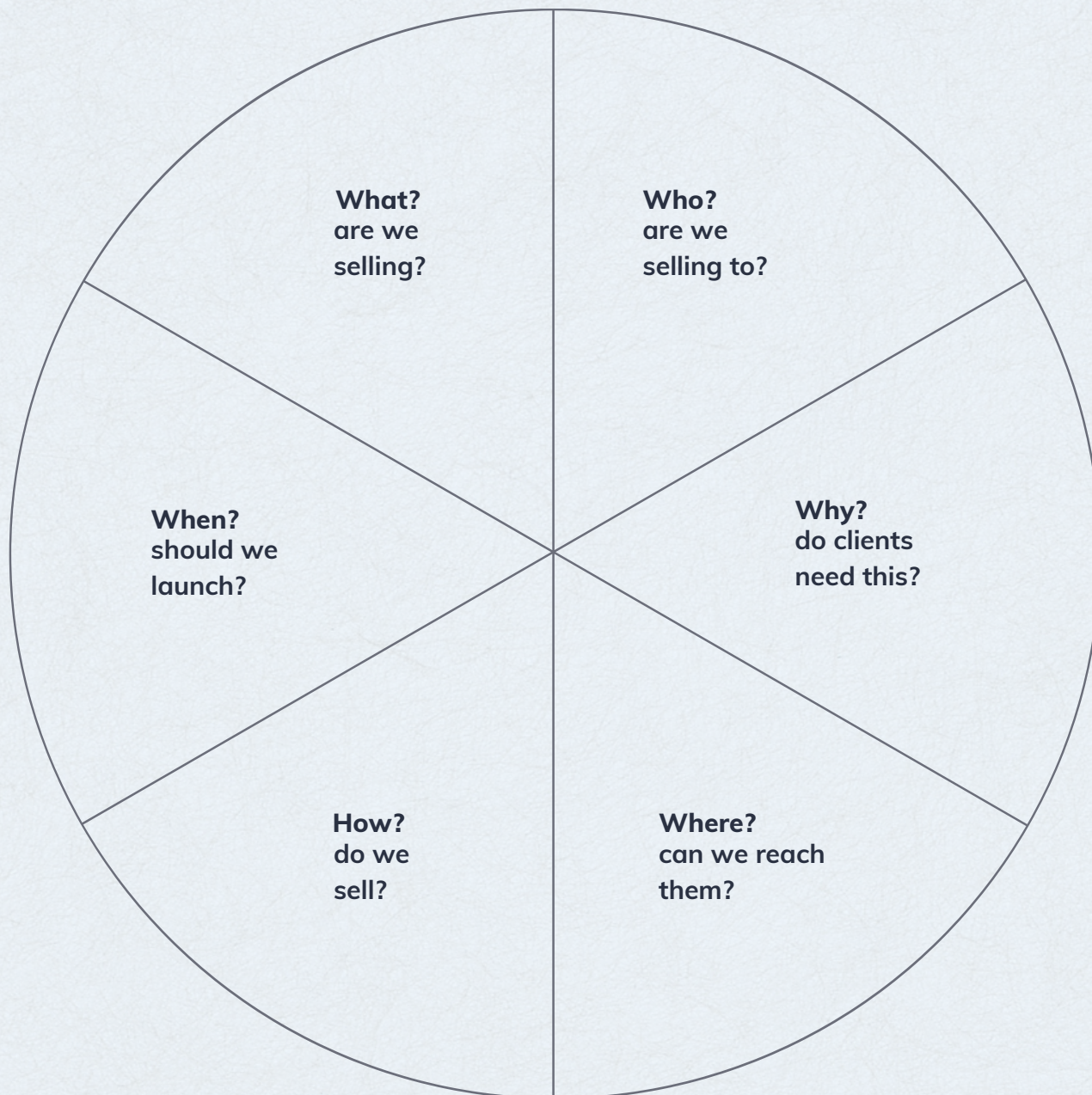


Notes

Go To Market

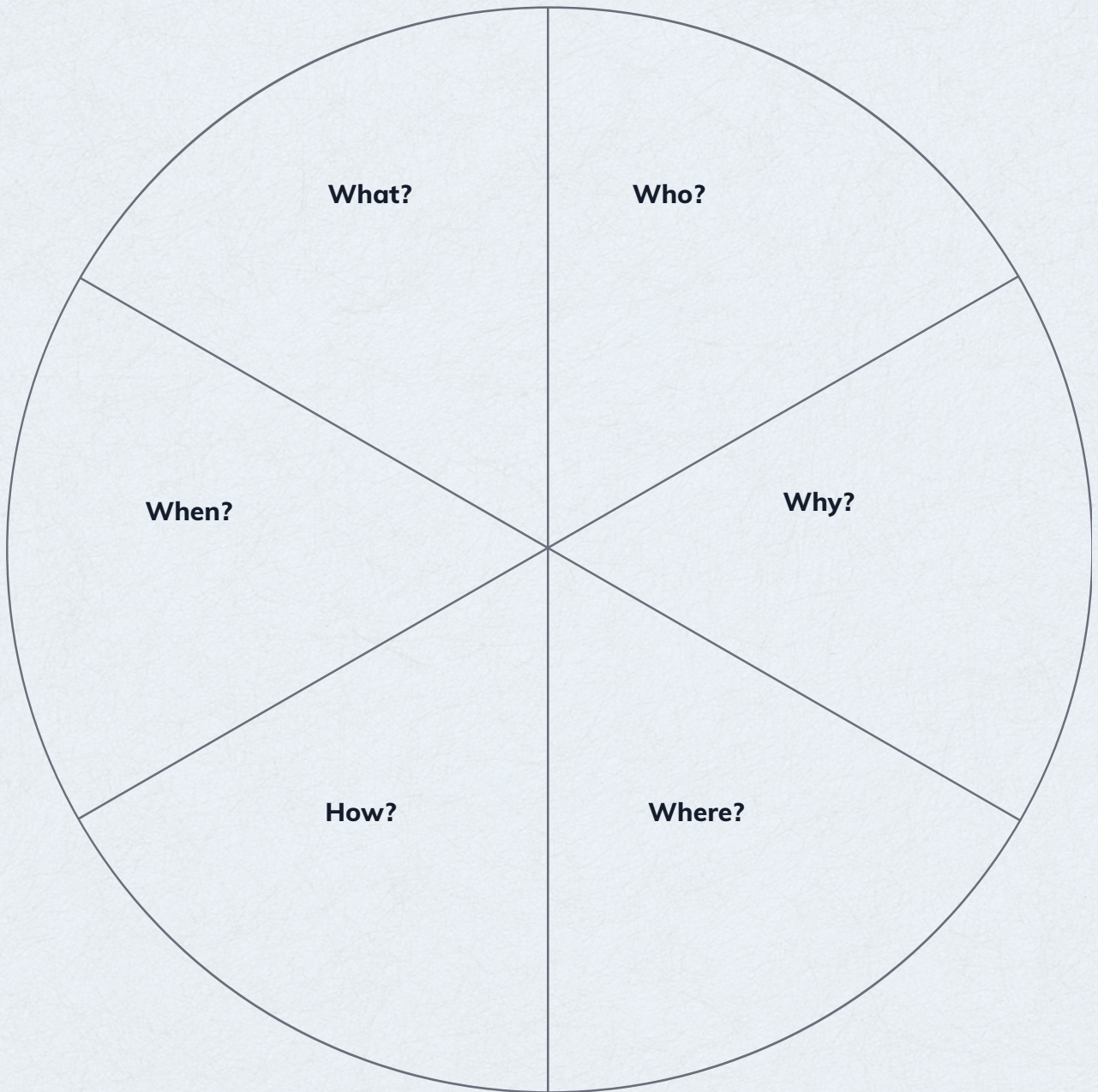
<p>What?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Who?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>When?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Why?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>How?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Where?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Go To Market



Use this exercise to define various aspects of your business to get more clarity and know what to prioritize. Use the next page if you need extra space to fill out the the business information.

Go To Market



Marketing Channels

Channel: ex. Instagram	Est. Cost.: cost of Boosted Posts (20\$/week)
Pros: ex. Visual platform - perfect for my business. Large potential reach.	Cons: ex. Time consuming. Need an “x factor” to set myself apart.
Content Ideas: ex. Post process videos - they seem to get the highest reach	

Channel:	Est. Cost.:
Pros:	Cons:
Content Ideas:	

Channel:	Est. Cost.:
Pros:	Cons:
Content Ideas:	

Messaging Strategy

Main Value Proposition:	
Company Mission:	
Slogan	
Target Audience:	Company Personality:
Key Benefits:	Proof of Competence: A metric or result you have helped your clients achieve
Elevator Pitch: A 30 Second summary of main value you provide, key benefits, proof of competence and company mission	

Messaging Strategy

Product/Service:	Target Audience:
Customer Needs:	Key Benefits:
Differentiating Message: How you're different. 1-2 sentences	Slogan:
Main Message: A Tagline or Headline you can use in messaging to describe how you're different from competition and how you solve a customers need.	
Product/Service:	Target Audience:
Customer Needs:	Key Benefits:
Differentiating Message: How you're different. 1-2 sentences	Slogan:
Main Message: A Tagline or Headline you can use in messaging to describe how you're different from competition and how you solve a customers need.	

Messaging Strategy

Product/Service:	Target Audience:
Customer Needs:	Key Benefits:
Differentiating Message:	Slogan:
Main Message: ----- ----- -----	
Product/Service:	Target Audience:
Customer Needs:	Key Benefits:
Differentiating Message:	Slogan:
Main Message: ----- ----- -----	

Competitor Analysis

Competitor Name:	
Value Offering (Product/Service):	
What problems are they solving for customers:	
How are they reaching customers? What platforms are they using? How did you find out about them?	How are they actively marketing? Creating content for SEO.? Paid ads? Social Media?
What kind of content are they producing (blog posts, social media etc.)?	
How are they pricing their product/service? Is it premium pricing or economy? Can you offer a better price or can you ask even more by adding some extra value to your offer?	
What are they good at?	What you can do better?

Competitor Analysis

Competitor Name:	
Value Offering (Product/Service):	
What problems are they solving for customers: ----- ----- -----	
How are they reaching customers? _____ _____ _____ _____	How are they actively marketing? _____ _____ _____ _____
What kind of content are they producing (blog posts, social media etc.)? ----- ----- -----	
How are they pricing their product/service? ----- ----- -----	
What are they good at? _____ _____ _____ _____	What you can do better? _____ _____ _____ _____

PART II

Content Strategy

In this part you will gain some insight into what type of content you should post & do some basic keyword research.

Web/Blog Goals

Website Goal

It's important to keep in mind what the main purpose of your website is. By knowing your end goal, you can design all the content on your website to serve the main purpose. The end goal can be anything from making a sale to getting visitors to sign up for a newsletter.

What do you want to happen when you get a visitor to your website?



Blog Goal

Before getting your visitors to the main goal of your website you must attract them with compelling content. That's when your blog comes into play. Write down below how your blog is going to be useful for your readers. What are you offering that they can't get anywhere else?

How is your blog going to serve its readers? What unique content will you share?

Web/Blog Goals

Website Goal

What do you want to happen when you get a visitor to your website?



Blog Goal

How is your blog going to serve it's readers? What unique content will you share?

Content Ideas

Social Media	01	02	03	04	05
	Share Portfolio Item	Share Behind the Scenes	Share Your Inspiration	Share a Client Testimonial	Share a Helpful Tip in your Niche
Social Media	06	07	08	09	10
	Share an Affirmation	Ask a Question	Comparison Post (This vs. That)	Customer Photo of Your Product	Share Your Own Story and Beliefs
Lead Magnets	01	02	03	04	05
	PDF Guide	eBook	Planner	A PDF List (ex. "50 best email headlines")	Useful Worksheet
Lead Magnets	06	07	08	09	10
	Discount Offer	Assessment Test	Toolkit or Resource List	Free Trial	Quiz/Survey
Blog Content	01	02	03	04	05
	Write About Your Process	Tutorial	Do a Guest Post	Use Questions on Quora as Ideas for Blog Posts	Make "Top Ten" Style Blog Posts
Blog Content	06	07	08	09	10
	List of Hacks and Time Savers (niche related)	What are the Things You've Struggled with?	Must have Skills in your Niche	Use Youtube Videos as Ideas for Blog Posts	Write a Review

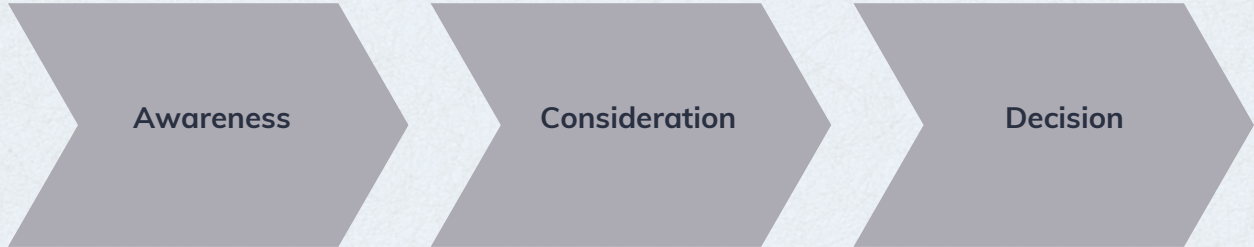
Content Ideas

Social Media	01	02	03	04	05
	06	07	08	09	10
Lead Magnets	01	02	03	04	05
	06	07	08	09	10
Blog Content	01	02	03	04	05
	06	07	08	09	10

Notes:

The Buyer Journey

People will reach your website/blog in different stages of their buyers journey and therefore their willingness to commit to buying is different. That's why each stage of the buyers journey requires different types of content - from educational and comparisons to case studies and webinars. At the end of this worksheet, come up with specific content ideas for each stage of the journey. What can you teach your audience? What useful content can you give away for free?



AWARANESS

People are looking for different options for their problem or for the goal they have.

ex. searching for "What is branding?"

TYPES OF CONTENT:

- Educational Posts
- How to Videos
- Tutorials
- Social Media Posts

CONSIDERATION

People are comparing multiple options to choose the right one.

ex. searching for "What is the difference between branding and a logo design?"

TYPES OF CONTENT:

- Infographics
- Webinars
- Educational Posts
- Social Media Posts

DECISION

People know what they need and are looking for a specific solution to their problem.

ex. searching for "What is the difference between branding and a logo design?"

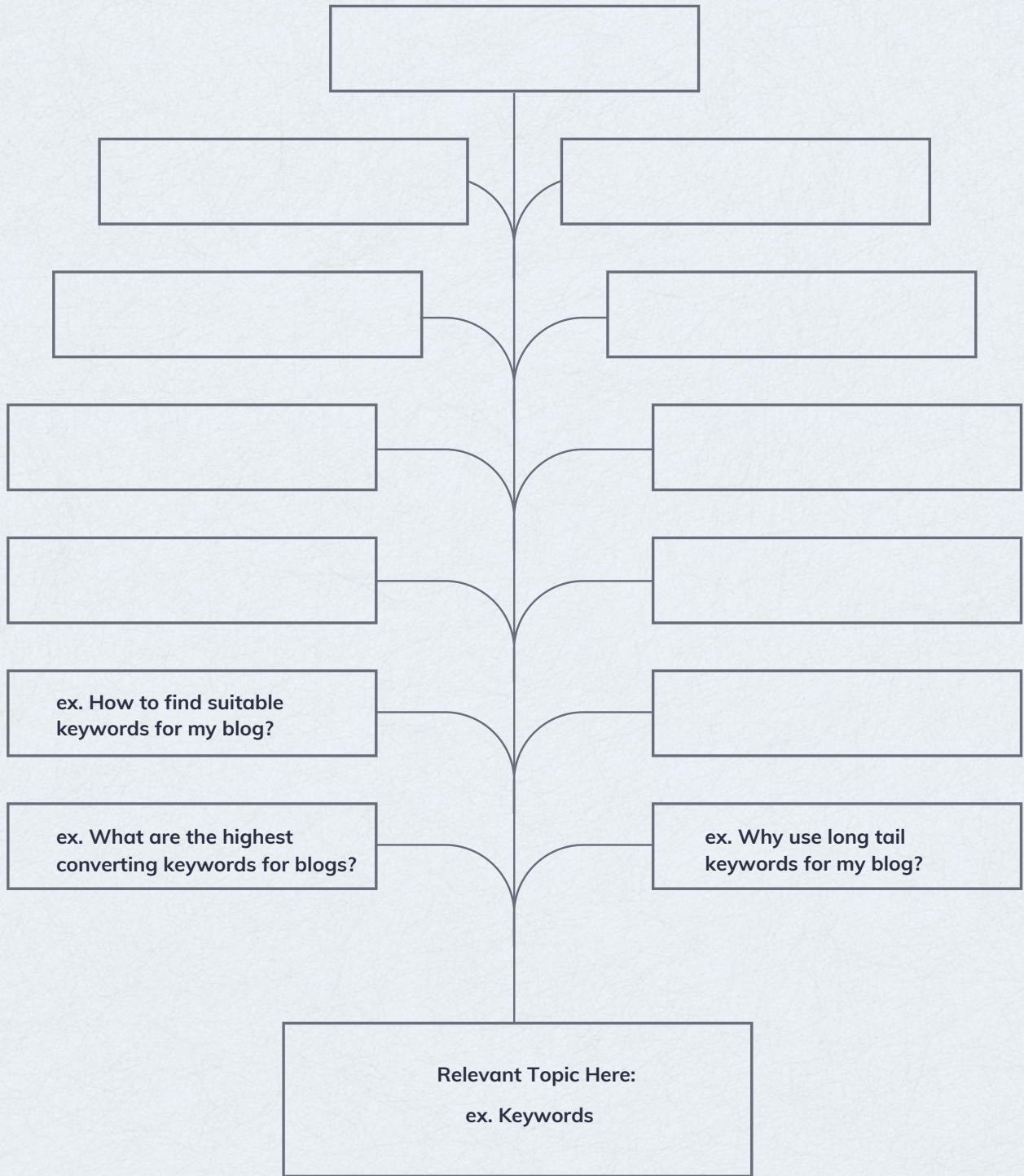
TYPES OF CONTENT:

- Demos/Trials
- Case Studies
- Customer Reviews
- Educational Posts

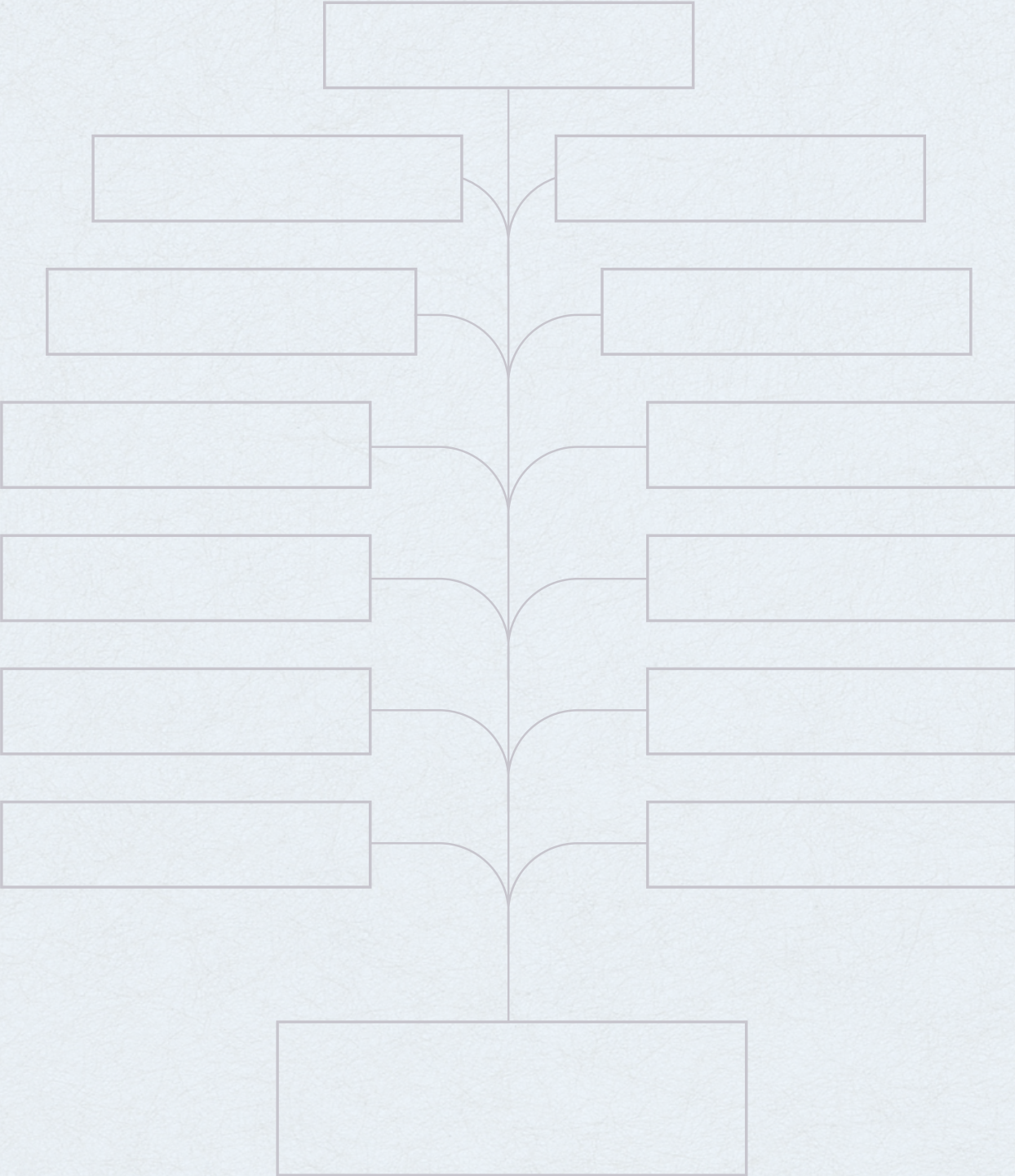
Awareness Content Ideas	Consideration Content Ideas	Decision Content Ideas

Keyword Tree

This is a worksheet for brainstorming lots of relevant long tail keywords (or questions that people search for) related to your specific niche or topic. Use google keyword tool, relevant searches and competitor's content as your guide.



Keyword Tree



Competitor Keywords

Use this worksheet to research what keywords and topics is your competition using and trying to rank for. This exercise is designed to just give you some ideas about what keywords and topics you could use on your own website. Think of what resources and articles you could write to provide more value to readers compared to your competition.

Competitor Name:	
Keywords/Topics:	How can I provide more value?

Competitor Name:	
Keywords/Topics:	How can I provide more value?

Competitor Name:	
Keywords/Topics:	How can I provide more value?

Competitor Keywords

Competitor Name:	
Keywords/Topics: _____ _____ _____ _____ _____	How can I provide more value? _____ _____ _____ _____ _____

Competitor Name:	
Keywords/Topics: _____ _____ _____ _____ _____	How can I provide more value? _____ _____ _____ _____ _____

Competitor Name:	
Keywords/Topics: _____ _____ _____ _____ _____	How can I provide more value? _____ _____ _____ _____ _____

SEO Checklist

On Page Optimization

- | | | | |
|--------------------------|----------------------|--------------------------|--|
| <input type="checkbox"/> | Keyword in URL | <input type="checkbox"/> | Alt Text for Images |
| <input type="checkbox"/> | Keyword in Title | <input type="checkbox"/> | Mobile Friendly |
| <input type="checkbox"/> | Outbound Links (2+) | <input type="checkbox"/> | Fast Loading Speed |
| <input type="checkbox"/> | Social Share Buttons | <input type="checkbox"/> | Multimedia (video, gifs etc) in blog posts |

Off Page Optimization

- | | | | |
|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> | Guest Post | <input type="checkbox"/> | Be active on relevant forums/FB groups |
| <input type="checkbox"/> | Share your posts on social media | <input type="checkbox"/> | Post helpful comments on social media |
| <input type="checkbox"/> | Reach out to Influencers | <input type="checkbox"/> | Make social media profiles and link back to your site |
| <input type="checkbox"/> | Post on relevant boards (Reddit, Quora etc.) | <input type="checkbox"/> | Broken Link Building |

Please note:

It's important to note that off-page SEO outweighs any onsite optimization by a long shot. The main things you can control and focus on should be creating highly useful content for your audience - something that will get noticed and shared automatically - that's what will get you backlinks, social mentions and ultimately ranked in Google Search.

SEO Checklist

On Page Optimization

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

Off Page Optimization

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

Please note:

Content Planner

You can use these content planners for both social media posts and blog posts. The little prompts will help you come up with the general idea for your content (what's it about, what value does it offer, who needs it etc.) and a rough timeline for posting.

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Content Planner

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Post Title:	Post Date:
Keywords/Hashtags:	
Content Idea:	

Monthly Content

Month: _____

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

My Priorites:

Notes and Ideas:

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Email Marketing Planner

Email Title:

Main Goal:

What content will be included in the email:

Write a rough outline/bulletpoints.

Draft the layout of the email:

Call to Action:

Email Campaign Planner

Campaign Name:	Target Group:
Main Goal:	
What content will be included in the sequence of emails:	

Email One Title:	Email Two Title:	Email Three Title:
Content/Message:	Content/Message:	Content/Message:
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----
Call to Action:	Call to Action:	Call to Action:
-----	-----	-----
-----	-----	-----
-----	-----	-----
-----	-----	-----

Social Media Strategy

Social Media Channel:

Main Goal: ex. Create awareness for product/service. Convert viewers to leads

Strategy/Content Ideas:

ex. Describe what kind of content would be most useful for your audience, how often you will post, how to you plan to source the content, will you use some software to manage your account etc.

Keywords/Hashtags to use:

Social Media Channel:

Main Goal: ex. Create awareness for product/service. Convert viewers to leads

Strategy/Content Ideas:

ex. Describe what kind of content would be most useful for your audience, how often you will post, how to you plan to source the content, will you use some software to manage your account etc.

Keywords/Hashtags to use:

Social Media Strategy

Social Media Channel:

Main Goal:

Strategy/Content Ideas:

Keywords/Hashtags to use:

Social Media Channel:

Main Goal:

Strategy/Content Ideas:

Keywords/Hashtags to use:

The cover features a light gray background with a subtle paper-like texture. On the left side, there is a photograph of a modern building with a corrugated metal facade, viewed from a low angle looking up. The image is partially obscured by several overlapping geometric shapes in dark blue and light gray, which create a dynamic, layered effect. The main title is centered in the upper half of the page.


MARKETING PROPOSAL

Prepared by:
Connor Hamilton

PROJECT OVERVIEW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

The bottom right corner of the page features several overlapping, semi-transparent geometric shapes in shades of grey and blue, creating a modern, abstract design.



GOALS & STRATEGY

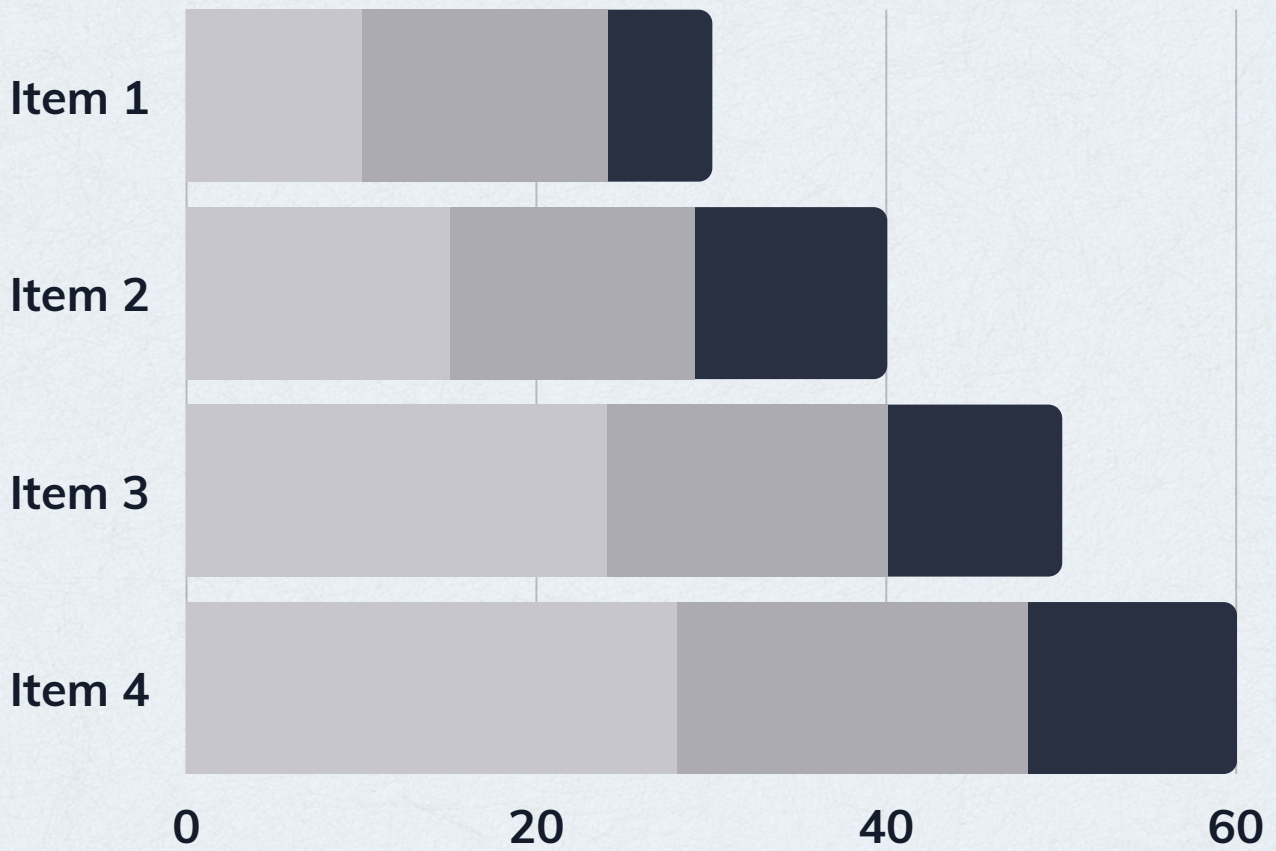
Goals

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Strategy

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MARKET GRAPHIC



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August 2024

80%



August 2024

75%



THANK YOU

FOR YOUR ATTENTION

Contact Us:



123-456-7890



Hello@reallygreatsite.com



www.reallygreatsite.com



123 Anywhere St., Any City, ST 12345



BUSINESS PLAN



**BUSINESS PLAN
PROPOSAL**

Prepared For :

Daniel Gallego

Liceria & Co.

**123 Anywhere St.,
Any City, ST 12345**

ABOUT COMPANY



Industrial

Lorem ipsum dolor sit amet, consectetur adipi scing elit, sed do eius mod tempor incididunt ut labore et dolore magna incididunt ut labo re et dolore magn a aliqua. Ut enim ut labore



Corporation

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PROJECT & BACKGROUND

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Industrial & Corporation

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GOALS & OBJECTIVE

Executive Summary Opportunity



Great Company

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re et dolore magn a aliqua. Ut enim ut labore

Timeframe Statement

Company

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2019

Great Achievement

Lorem ipsum dolor sit amet, consectetur adipi scing elit, sed do eius mod tempor incididunt ut labore et dolore magna

2020

Great Achievement

Lorem ipsum dolor sit amet, consectetur adipi scing elit, sed do eius mod tempor incididunt ut labore et dolore magna

5 WAY STEPS FOR MOBILE MARKETING

01

Research Your Target Audience

Researchers should conduct extensive research on demograph, websites, apps, etc.



02

Utilize Social Media Opportunities

Ads must appeal to a large number of social media users to effectively promote a brand.



03

Plan Your Goals

A strategy's results and progress can only be measured once it has defined its objectives.



04

Utilize Location Based Marketing

You can reduce bounce rates by providing ads that are relevant to your target audience.



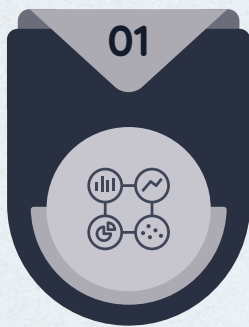
05

Encourage Employees To Participate

Prospective customers will be encouraged to take action if rewards or offers are provided.



4 TIPS FOR MARKETING ANALYTICS



● Utilize The Right Metrics

Identify the metrics that will show the business's development over time.



● Establish a Monitoring Schedule

The schedule should be designed so that it does not interfere with the holidays



● Storytelling With Data

Adapted to the audience, storytelling data is used as an information delivery technique.



● Mid-Process Evaluation

We evaluate the middle process to see if there can be a new, more effective strategy.

How to lead a world-class A World-Class Remote Marketing Team

01

Don't micromanage

Setting goals and expectations, determining a strategic plan, and ensuring your remote marketing team adheres to it.



Communication strategy

Virtual work may present new struggles and fears that may negatively impact their motivation and morale.

02

03

Celebrate your success

In your meetings, remember to recognize your team's achievements and celebrate success as you begin.



Train your team

No matter how experienced or skilled your marketing team is, it is critical to sharpen their skills and train industry-specific skills.

04

5 TIPS FOR AFFILIATE MARKETING



Focus on Your Strengths

Write about topics and trends you already write about, and how to find relevant products.



Create Useful Content

To be successful in affiliate marketing and monetization, creating quality content is essential.



Distribute The Content

You should consider other ways to generate interest in your content besides search.



Maintain a Focus on Trust

Readers should trust your recommend and be able to spot when you are misleading them.



Drive Your Business with Data

When you collect data, you can use affiliate marketing to improve your affiliate marketing strategy.

COMPLETE GUIDE TO SET MARKETING STRATEGIC GOALS

Set Goals Based on Your Strategy



Although competitors work in the same industry, it doesn't mean you can imitate their strategy. Your objectives should not be based on your business industry.

Showcase Your Intent



Your goals should not be abstract and not measurable. Help your customers understand your intention without different interpretations.

Your Strategy Should be Clear



Set no more than 15 goals that are linked to each other as a group. Each goal should contain a verb and a noun and should not contain a project.

4 POINT FOR MARKETING PLAN

01

Product

Describe the advantages, characteristics, and benefits of the products in addition to identifying their categories.



02

Price

Give an explanation of the price category. besides that, it will also explain how you determine price.



03

Place

We will discuss whether we will distribute product. The location selection strategy will be describe.



04

Promotion

Describe how discount and advertisement that will be used to reach out to customers.



DECEMBER 2025

YEAR-END MARKETING REPORT

**Oddball
Imaging
Studio**

Report by:
Katie Johnson
Junior Marketing Executive

Approved by:
Margaret Brown
Marketing Manager



BRIEF HISTORY OF Oddball Imaging Studio

A marketing report covers more than just a summary of your company's projects and sales. It should include pertinent information such as the budgeting and cost, a breakdown of the supply and demand, the current state of your product or service in stores or online, and so forth. To efficiently combine the aforementioned information, you'll need to create a suitable marketing report. This particular document should answer all questions that may possibly be raised during meetings which is why it is crucial to make it as detailed and organized as possible. Start by mapping out the contents and using distinct headlines to add structure.

BRAND POSITIONING AND TARGET MARKETS

In stating your mission, vision, and goals, it is best to be straightforward and concise. Your mission should clearly describe your purpose and what you wish to achieve for your company. Using keywords is highly crucial in this part as it can help summarize your objectives and highlight your approach. Outlining your vision should always be on a positive note. This part allows you to explain the concept you have in mind, and how the company can benefit from it. Lastly, in setting your goals, always include a timeline. This ties your mission and vision together and sums up what you want to accomplish.



MARKETING GOALS for 2020

MARKETING HIGHLIGHTS FOR THE YEAR

Website traffic increased by

25%

Website conversion increased

5%

Social media followers decreased by

0.3%

Social media conversion rate decreased by

0.5%

Email list increased by

4%

Email marketing conversion rate decreased by

0.4%

In stating your mission, vision, and goals, it is best to be straightforward and concise. Your mission should clearly describe your purpose and what you wish to achieve for your company. Using keywords is highly crucial in this part as it can help summarize your objectives and highlight your approach. Outlining your vision should always be on a positive note. This part allows you to explain the concept you have in mind, and how the company can benefit from it. Lastly, in setting your goals, always include a timeline. This ties your mission and vision together and sums up what you want to accomplish.

Behind every successful project is a team of highly skilled individuals. Feature each team member in this part through a brief write up for each, or a formal description of each person's designation and contribution. Introducing each one will highlight their role in your project and allow you to give credit where credit is due. While not all marketing reports focus on this, it is a feature that should always be included. You may indicate each person's job title, role, department, and accomplishments that enabled you to complete your project successfully.

DATA ANALYSIS

A product or service is always aimed towards a target market. This initially identifies and narrows down your audience in equal measure. The trick to identifying who your target market is lies in the nature of your product or service, and most importantly, the demographics it will appeal to. Surveys are one tool brands use to determine who their target market is. Another way is through direct engagement and sampling. For instance, gathering individuals by gender or age group, to test a product or service will elicit various responses, giving you a better idea of who will appreciate it more.

We had a successful website rebranding and launch, with our website ranking high in the SERP.



STRATEGIES FOR IMPROVEMENT

Given its success, we should continue with our ongoing website promotional strategy.

Below are things to remember when writing your goals:

- Conceptualize by taking inspiration from culture, your environment, or the existing project at hand.
- Don't forget the importance of writing down your ideas. Aside from documentation, this will keep you on track and help narrow down your options.
- Once you're done, separate them into short term and long term. Grouping your goals accordingly will be instrumental in setting a timeline and identifying what you'll be needing.
- Stay on schedule by monitoring the progress of each goal and keeping track."

OBJECTIVE

KEY

RESULTS

IMPROVE OUR SOCIAL MEDIA MARKETING PLAN.

- Change our Facebook ads to make them more effective.
- Improve call to actions in our posts.



Gauging the progress or success of a marketing campaign can be done in a number of ways. First, observe the difference between periods: the duration of the campaign, and the normal, daily basis. Social media tools are especially helpful, too. Some sites provide statistics and analytical data at your convenience, most of which already include demographics. Aside from this, you may also utilize surveys and e-mail marketing. Another basic method brands do is to compare the growth of their online followers before, during, and after the project, as well as the engagement. Thankfully, through accessible online tools, measuring the success rate of your project is made easier. You may use graphs, tables, and charts to indicate these in your report.

A marketing report covers more than just a summary of your company's projects and sales. It should include pertinent information such as the budgeting and cost, a breakdown of the supply and demand, the current state of your product or service in stores or online, and so forth. To efficiently combine the aforementioned information, you'll need to create a suitable marketing report.

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IMPROVE OUR EMAIL MARKETING PLAN.

- Write better emails.
- Focus on helping subscribers.
- Create a lead magnet

You can also specify your company's marketing strategy. Below are some examples:

- Push strategies: free samples or trials, discounts, resellers, company showrooms, open house events
- Pull strategies: contests, promos, online marketing, telemarketing, word of mouth, referral programs, commercials, billboards, radio advertisements
- Cause marketing: tie ups with charities and foundations, fundraising centered initiatives
- Call to action: turn web traffic into sales through enticing text and graphics on your website or social media channels
- PR marketing: take advantage of media relations and build stronger connections while simultaneously carrying out your marketing and advertising initiatives

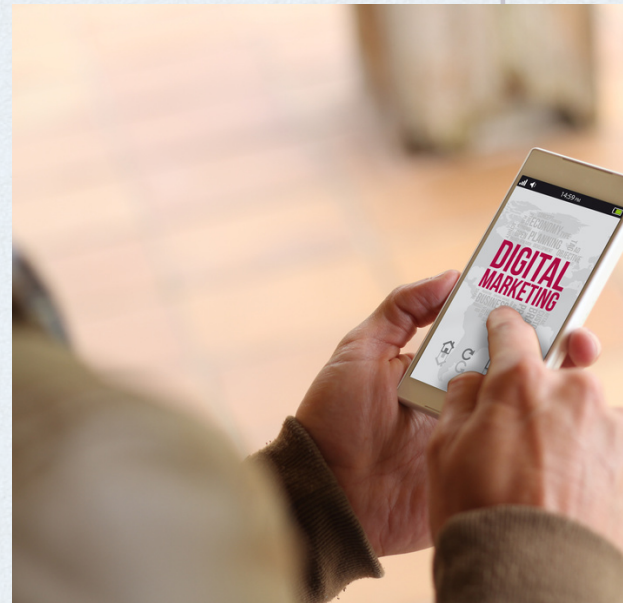
Including a lead magnet in our website, such as a white paper or an ebook, will lead to more email subscribers.

OUR GOALS FOR 2020

Tap in to other online marketing strategies such as Google AdWords and content marketing.

"Behind every successful project is a team of highly skilled individuals. Feature each team member in this part through a brief write up for each, or a formal description of each person's designation and contribution. Introducing each one will highlight their role in your project and allow you to give credit where credit is due. While not all marketing reports focus on this, it is a feature that should always be included. You may indicate each person's job title, role, department, and accomplishments that enabled you to complete your project successfully."

Using Google AdWords will ensure the online visibility of our company, while content marketing improves our SEO ranking.



MEET THE MARKETING TEAM

These are your hardworking marketing ninjas who have made it possible to reach our sales target.



WHAT'S NEXT FOR US IN THE NEW YEAR

Timeline of Our Upcoming Strategies



1ST QUARTER

- Push strategies: free samples or trials, discounts, resellers, company showrooms, open house events

3RD QUARTER

- Cause marketing: tie ups with charities and foundations, fundraising centered initiatives
- Call to action: turn web traffic into sales through enticing text and graphics on your website or social media channels

2ND QUARTER

- Pull strategies: contests, promos, online marketing, telemarketing, word of mouth, referral programs, commercials, billboards, radio advertisements

4TH QUARTER

- PR marketing: take advantage of media relations and build stronger connections while simultaneously carrying out your marketing and advertising initiatives

MARKET GRAPHIC



August 2024

80%




August 2024

75%




THANK YOU FOR YOUR ATTENTION

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