

Weekly action plan for implementing marketing strategy

This slide provides a weekly action plan to implement a marketing strategy to avoid business stay off track and measure progress after successful implementation. The various elements are marketing platforms including website, social media, paid ads and email marketing with action plan, frequency, and performance measurement tools.



Marketing Platform	Action	Frequency	Performance Measurement Tools
 Website	<ul style="list-style-type: none">>Create and optimize the websiteIncrease website traffic by using PPC marketing	Once a week	<ul style="list-style-type: none">SimilarWebGoogle PageSpeed Insights
 Social Media	<ul style="list-style-type: none">Choose platform according to target audience – Aged 18-25 years- Instagram/FacebookPublish content consistently – post reels on Instagram	Every day	<ul style="list-style-type: none">Sprout SocialHootsuite
 Paid Ads	<ul style="list-style-type: none">Implement local advertising campaignsRefine the promotional messages as per the needs of audience	Once a week	<ul style="list-style-type: none">SEMrushLeadpages
 Email Marketing	<ul style="list-style-type: none">Implement local advertising campaignsRefine the promotional messages as per the needs of audience	Once a week	<ul style="list-style-type: none">BoomMailChimp
 Add Text Here	<ul style="list-style-type: none">Add text here	Add text here	Add text here

Marketing Plans In A Week

Ros Jay

Marketing Plans In A Week:

Marketing Plans In A Week Ros Jay,John Sealey,2012-07-06 Marketing planning just got easier Nothing can bring a business greater rewards than getting its marketing right If you have formed a company it is vital to market your products or services and to make consumers aware of your business It doesn t matter how good your products or services are if your marketplace doesn t understand what it is you do why that is going to be of value to them and why they should buy from you and not the competition Well thought out marketing approaches attached to a good marketing plan can be the key to your success Great marketing will grab people s attention bringing you more customers more sales and more profits The way you market your company s brand products and services can mean the difference between you or your competitor getting the sale Having a good marketing plan in place and enabled will not only unlock huge potential for your business but also help you run your enterprise more smoothly and effectively This book will give you the information and skills you need to develop a sound marketing plan In a week you will learn how to draw up the kind of plan that not only will impress the bank but can be used as your guide to delivering market awarenessand to attracting winning and keeping sales opportunities Whether you choose to read it in a week or in a single sitting this is your fastest route to success Sunday What is a marketing plan Monday Asking questions Tuesday Researching the answers Wednesday The objectives Thursday Converting objects into action plans Friday Putting the plan together Saturday Using the marketing plan

Summary: The One Week Marketing Plan

BusinessNews Publishing,2015-07-01 The must read summary of Mark Satterfield s book The One Week Marketing Plan The Set It Forget It Approach for Quickly Growing Your Business This complete summary of the ideas from Mark Satterfield s book The One Week Marketing Plan tells you how to develop a marketing plan in just one week According to Satterfield the key to successful marketing is focusing on creating a marketing system instead of unconnected activities You can set up this system by following the Basic One Week Marketing Plan The Basic One Week Marketing Plan involves 1 Choosing your niche market 2 Creating a great FREE offer 3 Building a website 4 Sending drip marketing messages 5 Getting website traffic Added value of this summary Save time Set up a marketing plan in one week Create a connected marketing system To learn more read The One Week Marketing Plan and create a marketing system that works in just one week

Marketing Plans in a Week Ros Jay,2016-06-21 Marketing planning just got easier Nothing can bring a business greater rewards than getting its marketing right If you have formed a company it is vital to market your products or services and to make consumers aware of your business It doesn t matter how good your products or services are if your marketplace doesn t understand what it is you do why that is going to be of value to them and why they should buy from you and not the competition Well thought out marketing approaches attached to a good marketing plan can be the key to your success Great marketing will grab people s attention bringing you more customers more sales and more profits The way you market your company s brand products and services can mean the difference between you or your competitor getting the sale Having a good marketing plan in place and

enabled will not only unlock huge potential for your business but also help you run your enterprise more smoothly and effectively. This book will give you the information and skills you need to develop a sound marketing plan. In a week you will learn how to draw up the kind of plan that not only will impress the bank but can be used as your guide to delivering market awareness and to attracting winning and keeping sales opportunities. Whether you choose to read it in a week or in a single sitting this is your fastest route to success. Sunday What is a marketing plan Monday Asking questions Tuesday Researching the answers Wednesday The objectives Thursday Converting objects into action plans Friday Putting the plan together Saturday Using the marketing plan *The One Week Marketing Plan* Mark Satterfield, 2014 You've been told that marketing requires months of analysis weeks of brainstorming and years of consistent implementation. Satterfield shows that one week is all it takes for most small and medium sized businesses to dramatically improve their marketing. He lays out a step by step strategy that works all day every day to bring in new business. Tailored to each company's niche market this innovative plan can generate a consistent stream of customers for an out of pocket expense of as little as 300.

Successful Marketing Plans in a Week Ros Jay, 2012-03-30 Learn in a week what the experts learn in a lifetime. The ability to create a successful marketing plan is crucial to anyone who wants to advance their career. Written by Ros Jay a leading expert on marketing as both a coach and a practitioner this book quickly teaches you the insider secrets you need to know to create a successful marketing plan. The highly motivational in a week structure of the book provides seven straightforward chapters explaining the key points and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success. Sunday What is a marketing plan Monday Asking questions Tuesday Researching the answers Wednesday The objectives Thursday Converting objects into action plans Friday Putting the plan together Saturday Using the marketing plan **Successful Marketing Plans in a Week** Ros Jay, 1997 To be successful a business needs objectives and direction. Jay explains how to ascertain what these are through the formulation of a clear and thorough marketing plan. She covers the drawing up of this plan from product appraisal to marketing strategies. *The Business Week*, 1929 **Adweek's Marketing Week**, 1990-03 **Business Week**, 1930 **Electrical Merchandising Week**, 1925 Includes annually 1961 Home goods data book *Armour and Company V. United States of America*, 1968 *Wallace's Farm and Dairy*, 1925 **Price Current-grain Reporter**, 1921 *Bradstreet's*, 1921 **The Colliery Guardian and Journal of the Coal and Iron Trades**, 1929 **Prairie Farmer**, 1922 **Tobacco**, 1930 *The Northwestern Miller* Charles Middlebrook Palmer, William Crowell Edgar, 1921 **The Louisiana Planter and Sugar Manufacturer**, 1920 **National Petroleum News**, 1930

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