

Easy-to-Follow Marketing Plan for Small Businesses

The focus of Jim Penman's book, *No Other Success: How a Lawn Mowing Business Transformed Thousands of Lives*, is on success inside and outside of the home. The title of the book came from one of Jim's favorite quotes which says, "No other success can compensate for failure inside the home." He truly believes this, and his entire life has always revolved around the things that are most important to him: his wife and kids, his research, and his business.

As you'll find out soon if you didn't already know it, Jim hates marketing. His business has succeeded without him doing it well, but that might not be the case for other small businesses. And luckily, Jim now has marketing experts on his side to help *you* figure things out. We've put together a marketing plan that any small business can follow.

1. Define Your Goals and Objectives following SMART guidelines.

- Specific. (E.g., increase website traffic by 20% in the next three months.)
- Measurable. (E.g., gain 50 new customers in the next quarter.)
- Achievable. (E.g., launch a new product and reach a 5% conversion rate.)
- Relevant. (E.g., improve brand awareness within the local community.)
- Time-bound. (E.g., achieve a 10% increase in social media engagement within six months.)

2. Identify Your Target Audience

- Demographics: Age, gender, income, marital status, education, occupation.
- Psychographics: Interests, values, lifestyles, pain points.
- Geographics: Location, urban/rural, climate.
- Behavioral: Buying habits, brand loyalty, product usage.

3. Conduct a Competitive Analysis

- Identify Competitors: List your main competitors.
- Analyze Strengths and Weaknesses: Assess their marketing strategies, strengths, and weaknesses.
- Identify Opportunities: Find gaps or opportunities where you can make your business stand out.

4. Develop Your Unique Selling Proposition (USP)

- Identify What Makes You Unique: What do you offer that your competitors do not?
- Craft a Compelling Message: Create a clear and compelling statement that communicates your USP.

5. Choose Your Marketing Channels

- Online Channels: Website, social media, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing.
- Offline Channels: Print advertising, direct mail, networking events, local sponsorships, community events.

6. Create a Content Marketing Plan

- Content Types: Blog posts, videos, infographics, e-books, case studies, webinars.
- Content Calendar: Plan and schedule your content to ensure consistent and timely delivery.
- Content Distribution: Share content across your chosen marketing channels.

7. Implement Social Media Marketing

- Platform Selection: Choose platforms where your target audience is most active (e.g., Facebook, Instagram, LinkedIn, Twitter).
- Content Strategy: Share valuable content, engage with followers, run promotions and contests, and use paid advertising.
- Consistency: Post regularly and maintain a consistent brand voice and image.

8. Optimize Your Website

- User Experience: Ensure your website is easy to navigate, mobile-friendly, and fast-loading. (Especially the mobile-friendly part! Google will push your website down if it doesn't load well for mobile users. And users will get frustrated if they can't operate the site while on their phones.)
- SEO: Optimize your website for search engines using relevant keywords, meta tags, and quality content.
- Conversion Optimization: Use clear calls-to-action (CTAs), lead capture forms, and landing pages to convert visitors into customers.

9. Leverage Email Marketing

- Build Your List: Collect email addresses through your website, social media, and in-store promotions.
- Segment Your Audience: Group your email list based on demographics, interests, and behaviors.
- Personalize Your Emails: Send targeted and personalized emails with valuable content, offers, and updates.
- Automate Campaigns: Use email marketing software to automate welcome emails, follow-ups, and promotional campaigns.

10. Monitor and Analyze Your Results

- Key Metrics: Track key performance indicators (KPIs) such as website traffic, social media engagement, email open rates, conversion rates, and sales.
- Tools: Use analytics tools like Google Analytics, social media insights, and email marketing reports.
- Adjust Your Strategy: Based on your analysis, refine your marketing strategies and tactics to improve results.

11. Budget and Allocate Resources

- Determine Your Budget: Allocate a specific budget for each marketing activity.

- Resource Allocation: Assign team members or hire freelancers/agencies to manage different aspects of your marketing plan.

12. Create a Marketing Calendar

- Plan Your Activities: Outline all marketing activities and campaigns on a monthly or quarterly basis.
- Set Deadlines: Establish clear deadlines for each task and campaign.

13. Engage with Your Community

- Local Events: Participate in or sponsor local events to increase brand awareness.
- Customer Interaction: Engage with your customers through surveys, feedback, and direct communication.

14. DON'T PANIC! And definitely don't overdo it.

- Take a breath.
- Don't bite off too much.
 - Pick one item at a time – the one that sounds the most interesting.

Once you've chosen something, focus your marketing attention on it AND ONLY IT until you've either successfully implemented it or recognized that it won't work for you. Don't flit from thing to thing, abandoning strategies before they've had a chance to prove themselves. (Which is the number one issue new business owners struggle with.)

For more information on Jim and his company, check out [his website](#). And don't forget to [grab your copy](#) of *No Other Success: How a Lawn Mowing Business Transformed Thousands of Lives*—the story of how Jim's \$24 investment became the largest franchise chain in the Southern Hemisphere!