



Management Design Associates, LLC.

CREATING AN ACTIONABLE MARKETING PLAN

Having a [marketing plan](#) on paper isn't enough. Small business owners need to have an actionable marketing plan to grow their business. The suggestions below will aid small businesses in creating an actionable marketing plan to grow their business.

1. Establish your “why”- why would someone buy what you have to offer.

The purpose, cause or belief that moves you to do what you do. *People follow dreams and inspirations that they believe in, not what your offering is.* Using the philosophy of “why you do what you do” will help you become thought innovators and industry leaders. Simon Sinek explains [establishing your why statement](#) in a TED Talk and how it differentiates great leaders and companies.

2. Define Your Buyer Persona's- serve a niche market.

The age old saying “*know your audience*” is *imperative* when it comes to creating marketing content that will ultimately **gain the attention of your buyer**. Before creating marketing collateral, you must understand your buyer, where they come from, what they do, where they spend their time and then create your content around them.

At the end of the day it's about *adding value to THEIR lives*, understanding them is a crucial step in the journey.

3. Establish the platforms that your target market “attends”- go where they go.

a. What are the mediums that your buyer attends?

Whether it's LinkedIn, Facebook or YouTube, you must go where your buyer goes. Whether they spend time on LinkedIn, Facebook, YouTube or an industry platform, you must publish content on the platforms they are active in. It is the best way to generate new leads because people don't want to be sold. They want to **have the information available to them** to make informed decisions.

b. Customize content to each platform with your “Why Statement”.

Using your “why statement” **create content for each platform**. Not all platforms need a 150-word post, a 2-minute video or a short hashtag (#). Customize your content for every platform you're planning to post on. If it's Twitter use hashtags relating to your industry within your posts. If it's LinkedIn publish posts or share updates around hot topics in your industry to **flex your knowledge and expertise**.

When creating a content plan make sure you establish a [content calendar](#) to give your team target dates, topics and goals to help “streamline” content creation.

4. Make sure each platform strategy aligns with the overarching goal:

Establishing goals is one of the first steps in any marketing campaign. Set [S.M.A.R.T- goals](#) (Specific, Measurable, Agreed Upon, Realistic and Timely) to help your marketing team achieve a powerful marketing campaign.

[KEEP YOUR PRODUCTS & SERVICES ON THE FRONT EDGE OF DYNAMIC MARKETS.](#)