

One-Page Marketing Strategy Worksheet



This one-page template is designed for anyone building a marketing foundation. You don't need to get it perfect—just get it down on paper.

Business Overview

Business name:

Main offer(s):

(What are you selling?)

Ideal customer:

(A short description of your target audience.)

Core Message

(e.g., "We help busy families stay organized with simple, stylish home storage solutions.")

Goals

(e.g., grow email list to 1,000 subscribers, launch a new service offering by Q3, increase website traffic by 25% over 6 months.)

1.

2.

3.

Marketing Channels

- Website/blog
- Email marketing
- Organic social media (Which platforms?)
- Paid ads (Google/Facebook/Instagram)
- Events/webinars
- Partnerships/affiliates

Content Plan

What types of content will you create?

(e.g., Blog posts, email newsletters, quick tips on Instagram, etc.)

Frequency:

(e.g., 1 blog post/month, 2 emails/month, etc.)

Tools & Systems

CRM or email tool:

Website or CMS:

Social media scheduler:

Analytics tools:

Key Metrics

Metric	Current	Goal
Website Traffic		
Email Subscribers		
Leads/Conversions		
Social Engagement		

Next Steps

- Choose 1-2 priority marketing channels to focus on this month.
- Draft your first 3 content ideas based on your message and goals.
- Schedule 30 minutes next month to review and update this plan.

Need help getting your marketing off the ground? [Contact me.](#)