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 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.") Coals (e.g., grow email list to 1,000 subscribers, launch a new service offering by 03, increase website traffic by 25% over 6 months.) Tools & Systems CRM or email tool: Website or CMS: Social media (Which platforms?) Paid adds (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: Metric	Business Overview	Marketing Channels
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Need help getting your marketing off the ground? Contact me.

 \square Schedule 30 minutes next month to review and update this plan.