



# Module 1 Cheat Sheet - Your Current Marketing Goals

## Key Takeaways:

- ✓ Get clear on the keystones of your marketing strategy before you start implementing any marketing tactics.
- ✓ Set limits on your budget so that you don't get carried away and over-spend.

## Learning Objective:

- ✓ Identify your current marketing goals and define your marketing budget, so that you have a clear path forward

## Your Marketing Keystones

- ✓ There are many ways to market on a budget, e.g.:
  - Tapping into your network, such as colleagues and influencers, to spread your message
  - Building relationships with existing and new customers so they will recommend you and buy again
  - Creating a community for your brand so you can grow a following of people who will sing your praises and increase conversions
- ✓ Before you can pick your tactics, answer these 3 questions:
  - Who is your ideal customer?
  - What is the main product or service you want to market?





- What unique value does your service or product provide?
- ✓ What are your:
  - Top 3 marketing goals?
  - Current marketing challenges?

## Define Your Marketing Budget

- ✓ Set an overall budget and then divide it up depending on your marketing goals
  - How much can you allocate to your overall marketing activities?
  - How much for tools? (e.g. an email marketing platform)
  - How much for outsourcing/freelancers?
  - Other activities?

## Use What You Have

- ✓ Make sure you use what you have before buying something new
- ✓ Ask yourself:
  - What marketing tools do you already have?
  - What tools are you currently paying for regularly?
  - For tools that you know you need or want to replace, are there any free ones available?
- ✓ Any money you can save here can be put towards marketing

