



# Module 7 Cheat Sheet – Create Your Low Budget Marketing Plan

## Key Takeaways:

- ✓ Put metrics in place to monitor your success

## Learning Objective:

- ✓ Bring everything together, review your key goals and choose low cost tactics that will enable you to achieve those goals

## Create Your Marketing Plan

- ✓ Have you looked at your marketing plan recently?
- ✓ Before you get to draw up the plan:
  - Clarify your ideal customer profile
  - Choose your top 3 marketing goals to meet their needs
  - Recap on your key marketing challenges
  - Review your main offer and your value proposition
  - Make any changes needed
- ✓ Put metrics in place to monitor your success
- ✓ Prioritise three short tactics and one longer one
- ✓ Set a timeline for when you'll implement each tactic
- ✓ Create a Low Budget Marketing Plan (see template)

