



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Module 1 - Your Current Marketing Goals



Learning Objective:

Identify your current marketing goals and define your marketing budget



Your Marketing Keystones

There are many ways to market on a budget, e.g.:

- Tapping into your network



- Building relationships with existing and new customers
- Creating a community for your brand





**1.1. Your
ideal
customer
profile**

**1.2. Your
main offer**

**1.3. Your
value
proposition**



- 
- **Who is your ideal customer?**

- 
- What is the main product or service you want to market?

- 
- What unique value does your product or service provide?



- 
- Who is your ideal customer?

- 
- **What is the main product or service you want to market?**

- 
- What unique value does your product or service provide?



- 
- Who is your ideal customer?

- 
- What is the main product or service you want to market?

- 
- **What unique value does your product or service provide?**



➤ **Build your brand**

➤ **Generate leads**

➤ **Educate the market on what you offer**

➤ **Upsell to existing customers**

➤ **Expand your market share**

➤ **Drive more sales**

➤ **Develop stronger relationships**

➤ **Enter new markets or territories**



Write a list and then pick your top 3 marketing goals so you know where you're headed





➤ **How to keep customers coming back for repeat purchases**

➤ **How to make your brand stand out in the marketplace**

➤ **How to attract new leads into your marketing funnel**



Clarify the marketing challenges you anticipate in your business



Identify your marketing challenges before you review your goals



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?



➤ How much for outsourcing/freelancers?



➤ Other activities?



Use What You Have

Make sure you use what you have before buying something new



- 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?



Action Steps:

1. Answers these questions:
 - a. Who is your ideal customer?
 - b. What is your main offer?
 - c. What is your value proposition?
2. Write down your marketing goals and answer the questions in the Action Guide.
3. Define your marketing budget.
4. Review your current marketing tools.





What's Next?

Module 2

**Attract Your Readers
with Expert Content**