



# Low Cost Marketing Strategies Course

High Impact, Low Budget  
Marketing Tactics You Can  
Afford

# Module 7 – Create Your Low Budget Marketing Plan



# Learning Objective:

Bring everything together, review your key goals and choose low cost tactics



# Create Your Marketing Plan

Have you looked at your marketing plan recently?



➤ 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 using the template provided



<b>Tactic:</b>	<b>What action you intend to take</b>
<b>Goal:</b>	<b>Set your goal for this tactic</b>
<b>Budget:</b>	<b>How much money you need to allocate to this tactic, if any</b>
<b>Start Date:</b>	<b>When you will implement the tactic</b>
<b>Tracking Metrics:</b>	<b>How you will measure the success of the tactic</b>
<b>Check Results (Date):</b>	<b>When you will review success</b>
<b>Continue?</b>	<b>Decide if you want to repeat the tactic, either now or at a later date or if you want to drop it entirely</b>



# Action Steps:

1. Before you complete the Low Budget Marketing Plan, answer the questions in the Action Guide.
2. Go back through the tactics you highlighted from each module. Pick 3 short and 1 longer tactic you'll focus on first.
3. Complete the Low Budget Marketing Plan.





**What's Next?**

**Module 8**

**Review & Refine**