

# Low Cost Marketing Plan

This plan will help you bring everything together for a snapshot of your low-cost marketing makeover. Take your work from the Action Guide and use it to complete this high-level plan with your goals, budget, timing, and metrics. Then use the plan to create a detailed list of actions in your preferred project management tool, such as asana or Trello.

You will have 3 short tactics and 1 longer tactic. You can reuse this planner for any further tactics you identify.

For each tactic complete as follows:

<b>Tactic 1:</b>	<i>What action you intend to take</i>
<b>Goal:</b>	<i>Set your goal for this tactic</i>
<b>Budget:</b>	<i>How much money you need to allocate to this tactic, if any</i>
<b>Start date:</b>	<i>When you will implement the tactic</i>
<b>Tracking metrics:</b>	<i>How you will measure the success of the tactic</i>
<b>Check results (date):</b>	<i>When you will review success e.g. 3 months, 6 months, 1 year</i>
<b>Continue?</b>	<i>Decide if you want to repeat the tactic, either now or at a later date or if you want to drop it entirely</i>

**Here's an example:**

<b>Tactic 1:</b>	Optimise and update key blog posts for traffic, add lead magnet opt-in
<b>Goal:</b>	Increase traffic to free strategy call offer page
<b>Budget:</b>	0
<b>Start date:</b>	X date
<b>Tracking metrics:</b>	Visitors, bounce rate, opt-ins, sales
<b>Check results (date):</b>	3 months
<b>Continue?</b>	Yes/No

<b>Quick Tactic 1</b>	
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LOW COST MARKETING STRATEGIES

<b>Budget:</b>	
<b>Start date:</b>	
<b>Tracking metrics:</b>	
<b>Check results (date):</b>	
<b>Continue?</b>	

<b>Quick Tactic 2</b>	
<b>Budget:</b>	
<b>Start date:</b>	
<b>Tracking metrics:</b>	
<b>Check results (date):</b>	
<b>Continue?</b>	
<b>Quick Tactic 3</b>	

LOW COST MARKETING STRATEGIES

<b>Budget:</b>	
<b>Start date:</b>	
<b>Tracking metrics:</b>	
<b>Check results (date):</b>	
<b>Continue?</b>	

<b>Longer Tactic</b>	
<b>Budget:</b>	
<b>Start date:</b>	
<b>Tracking metrics:</b>	
<b>Check results (date):</b>	
<b>Continue?</b>	