

## ONE PAGE MARKETING ACTIVITY PLAN

This is a simple valuable tool for small businesses. Follow the numbers below to fill out the sections in order. Please reach out if you need any help and remember "Fail to plan, you are planning to fail". [www.goldcoastgraphicdesign.com.au](http://www.goldcoastgraphicdesign.com.au)

<b>1.OBJECTIVES</b> Top 3 SMART Objectives (Specific, Measurable, Actionable, Relevant, Time bound)	<b>4.WHERE ARE WE NOW?</b> Brief SWOT (strength, weakness, opportunities and threats.	<b>5.CORE BRAND VALUES</b> Position statement of your brand and the value it offers	<b>6.COMPETITION</b> Top 3 (for your messaging think about what makes your service/product different)	<b>2.TARGET AUDIENCE</b> Top 3 customer segments and 2-3 personalities per segment
<b>10.KEY METRICS.</b> Measure success of your marketing				
<b>8.MARKETING BUDGET \$</b> Overall & per activity	<b>9.TIMELINE</b> #. monthly	<b>7.ACTIVITIES &amp; ACTION PLAN</b> List what needs to happen		<b>3.CHANNELS</b> List what avenues to connect to your customers