

THE 1-PAGE MARKETING PLAN

**Get New Customers, Make More Money,
And Stand Out From the Crowd**

ALLAN DIB

ALLAN DIB is a serial entrepreneur, marketer and technology expert. He is the chief technology officer for a telecommunications company based in Australia where he handles product development. He was the co-founder of Voxcom which was named as one of Australia's fastest growing companies by *Business Review Weekly*. Allan Dib writes regular columns for online and print publications and is a keynote speaker on technology at business and marketing events. He is a graduate of Monash University, Australia.

The website for this book is at: www.1pmp.com.

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MAIN IDEA

The 1-Page Marketing Plan sets out the fastest and most direct path to the money for your business. It describes how you plan to grow through marketing.

1-PAGE MARKETING PLAN



The marketing process is nothing more or less than the journey you want to guide your ideal target market through. It always has three distinct phases:

Prospects	The "Prospects Phase" where you attract good prospects and make them aware of all the services and products you offer.
1 - Target	
2 – Message	
3 – Media	
Customers	The "Customers Phase" is where you take people who have expressed interest and convert them into first-time buyers.
4 – Leads	
5 – Nurturing	
6 – Conversion	
Advocates	The "Advocates Phase" is where you turn your customers into repeat purchasers and ultimately into referral sources.
7 – Experience	
8 – Grow LTV	
9 – Referrals	

"Remember, no one knows how good your products or services are until after the sale. Before they buy, they only know how good your marketing is. Put simply the best marketer wins every time. If you're serious about business success then now's the time to take decisive action. It's time to decide to become a great marketer and transform yourself from a business owner to a marketer who owns a business."

– Allan Dib

1-PAGE MARKETING PLAN

Prospects	Customers	Advocates
1 - Target Who is your target market?	4 – Leads How will you capture leads?	7 – Experience How to deliver cust. exper?
2 - Message What do you want to say?	5 – Nurturing How will you nurture leads?	8 – Grow LTV How to grow lifetime value?
3 - Media How will you reach them?	6 – Conversion How to convert into sales?	9 - Referrals How do you get referrals?

What is marketing really? Page 2

Marketing is the strategy you use to get people in your target market to know you, to like you and ultimately to trust you enough to become a customer and eventually an advocate. All the things you do to achieve those transitions are tactics. If you get your marketing plan down on one piece of paper, everyone will be able to see the big picture and work in.

The Prospects Phase – Attracting the attention of prospects Pages 3 - 4

The Prospects Phase of your marketing plan is all about attracting prospects from your target markets. You do things which make people aware that you exist and that you have products and services which will help them achieve what they're trying to do.

The Customers Phase – Converting prospects into first-time buyers Pages 5 - 6

The Customers Phase is where you take your pool of prospects and find ways to turn them into leads and then first-time buyers. You do things which give them confidence and you make attractive offers so they have compelling reasons to buy.

The Advocates Phase – Turning customers into repeat buyers and fans Pages 7 - 8

The Advocates Phase is all about taking your one-time customers and converting them into repeat customers firstly and ultimately advocates for your business. If you can do this, you spark a virtuous cycle where customers keep introducing you to new customers again and again.

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