



Basic Marketing Principles



The aim is to predetermine your business goals so you know what you want from your marketing.



Marketing Plan

An overarching document, with all your business smart goals. i.e. increase customers and sales, strengthen bond with existing clients, improve brand awareness, etc.



Digital Strategy

Your online goals objective. Use this to record how you want to achieve your advertising & promotions via social media and other online avenues.



Content & Promo Calendar

Calendar for scheduling. Map out dates and times for the release of content (products, services, brand awareness) and when you will promote it.



Action Plan

Recording activities to carry out. Highlight dates & times, people assigned, which platform & status of activity, notes for future reference.