



MARKETING PLAN CHECKLIST

SET SMART GOALS

- What are my marketing goals?
- What will I measure as success?
- Are my goals SMART? (Specific, measurable, attainable, relevant, and time-bound)



DEFINE YOUR TARGET AUDIENCE

- My target audience is who?
- Can you tell me about their goals, obstacles, values, and pain points?



ESTABLISH YOUR UNIQUE SELLING PROPOSITION

- With my product or service, what problem am I solving?
- How does my product differ from my competitors'?
- What are the best ways to communicate my unique selling proposition to my target audience?



DETERMINE YOUR MARKETING BUDGET

- Are there any freelancers or work I need to outsource?
- Are there any tools and software that I need to purchase?



CHOOSE YOUR MARKETING CHANNELS

- How can I reach my target audience?
- Is there a limit to the number of channels I can handle with my available budget and time?



TRACK YOUR RESULTS AND KEEP REITERATING

- Was my goal achieved?
- Which aspects of the process worked well?
- Is there anything I can improve on or try next time?

