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One page marketing template

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Ever wondered what an elevator pitch looks like on paper? It goes by the name of one sheet, or sometimes one-pager, and it's a visually appealing single page of marketing content that introduces your brand and sells your product or service in the most distilled down, straight-to-the-point way possible. Made for ever-decreasing attention spans, marketing one sheets provide a clear snapshot of your business and pique audience interest so they're compelled to find out more. Keep reading for more on why you need this asset in your marketing toolbox, how to write your own and marketing one sheet examples to spark your inspiration. Why Should You Create Marketing One Sheets? Your marketing plan should include one sheets because they grab attention with the most important selling points and pique interest so viewers are likely to reach out for more information. Think of it like an easy-to-digest appetizer that starts to convince your audience of your brand's value before they even make it to the main course. By narrowing the focus to a few main points, marketing one sheets provide clear overviews that increase your engagement chances and move customers along the sales journey. What's more, one-pagers can be shared in both digital and printed formats depending on how, when and where you interact with your audience. The visual and concise content can also be easily repurposed for emails, landing pages, social media and other digital marketing assets so you get a lot of bang for the time spent on creating one sheets. Tips for Writing A Great Marketing One Sheet The best one sheets outline your company, product or service in a visually compelling way. Readers should feel well-informed after seeing the one sheet, while also being intrigued to find out more and take the next step in their journey to becoming a customer. As with any marketing content, key branding tools like your positioning statement, company mission, core values and differentiators will help you create content that stands out from the competition and leads to conversions. Be Selective About What To Include Don't try to say everything in a one-pager. Much like an elevator pitch, this is your chance to make a strong first impression so you want to put your best players on the field. Some common marketing one sheet components include: Company name and logo. Product description. Standout benefits and features. Impact statistics. Product or service results. Brand differentiators. Customer testimonials and reviews. Bulleted lists. Icons and data visualizations. Callout boxes. Contact information. Call-to-action. Of course, you don't have to include all of the above for your one-pager to be effective.



Focus on getting your audience's attention and including the content that will convince them to take the desired action. Be Clear and Concise Edit, edit, edit! The tighter the copy, the better.

You'll want to distill your message down to the most important elements, which means avoiding redundancies, unnecessary details and long blocks of text. Establish your brand as a solution to your audience's pain points as soon as possible and break up the content using sections, headings, lists and short sentences so that it's as easy to digest as possible. When you have a working draft, test your content by skimming the one-pager to see if even the quickest scanner walks away with a memorable message. Make It Look Good Along with clear, concise and compelling copy, a good marketing one sheet is visually appealing. This helps grab attention at first glance and makes the information even more digestible, which helps create the characteristic brevity of this marketing asset. Plus, your one sheet should reflect your brand personality and boost brand recognition by using your colors, logos and other key design elements. Finally, always remember that white space is a one-pager's best friend! Be sure to include enough breathing room between the marketing one sheet components so that the finished result is easy on the eyes. 6 Marketing One Sheet Examples For Inspiration While there are some key elements of marketing one sheets, there isn't a strict formula or layout that you need to stick to. These examples will give you a taste of the variation in company one-pagers and, hopefully, help you start imagining what your own one sheets will look like. 1. Membership Example Source: Product Marketing Alliance This marketing one sheet example checks all the boxes: company logo, catchy headline, brief yet telling descriptions, proof in the form of a customer testimonial and featured logos, bite-sized benefits and contact information in the footer to wrap it all up. Even with all that, the design includes enough white space to ensure viewers aren't turned away by a crowded page. 2. College Major Example Source: TTU Rawls While this one sheet packs a lot in, it focuses on the exact information that a target audience of potential business students will want to know. By providing an introduction to the specific degree and covering requirements, job opportunities and other outcomes of the program, Rawls College of Business covers the most frequent questions that prospective students consider when weighing different colleges and degree options. 3. Beverage Example Source: Central Waters Well-branded with an emphasis on the drinking experience, this Central Waters Brewing one sheet is an example of how to focus on one specific product or service. A product like beer also needs less explanation and has an audience that's likely to respond to memorable art direction, which makes this one sheet so visually appealing that it could double as a poster. 4. Nonprofit Example Source: The Trevor Project The power of this marketing one sheet is how clear and concise it is. It takes mere seconds to understand who The Trevor Project is, what the organization does and how people can access the nonprofit's targeted services. Plus, the simple design makes the important information as easy for viewers to digest and reference as possible.

One Page Marketing Plan

What's our business goal?				
Our Offer				
Our Ideal Customer				
Marketing Objective & Cost				
Action Plan	Description	Who?	Due	Cost
Write content	Implement the content	John	Jan 17	\$100

5. Media Partnership Example Source: Chicago Tribune Media Group With a strategic combination of targeted copy, visual lists and a featured testimonial, Chicago Tribune Media Group communicates several reasons why a business should reach out to them for more information. And because they're counting on at least one of those reasons piquing enough interest, they have contact information in the sell sheet footer to give viewers a clear next step. 6. Marketing Service Example Here at Brafton, we provide several content marketing services and product offerings. We have a catalog that details all of them, and then we also created this one sheet template for honing in on specific services. We cover all the basic information you need to know about the service so that it's easy for our customers to understand exactly what to expect from our team and why Brafton stands out from their other marketing agency options.



Bonus Inspiration: One Sheet Templates If you don't have the time or design talent on staff to make your one sheet dreams come true, don't sweat it! There are plenty of templates out there to give you a hand. Our top treasure troves for one-pager templates that jumpstart the creativity are Adobe, Canva, Venngage and Pinterest. It's also worth noting that if you do design your one sheets from scratch, you can lock in your own template that you can then replicate for various one sheet needs. Not only will this save your future self lots of time, but it will also guarantee brand consistency. How to Make One Sheets Part of Your Marketing Strategy When you consider one sheets in the context of your marketing strategy, think about how they can support your goals. Does your core offering need a boost in sales? Equip your sales team with a marketing one sheet that can support their outreach and serve as an eye-catching touchpoint to start conversations. Do you want to grow your online community? Create a one sheet that pitches the experience to your target audience. Essentially, marketing one sheets are another asset to add to your toolbox and utilize along your customer's journey. If you're new to the one-pager game, start with a one sheet that covers your core offering and basic information about your company. From there, you can explore one sheets that focus on specific products, partnership opportunities or other elements of your business plan that you want to communicate externally. Still unsure what belongs on your marketing one sheet? Try answering questions like these: How do your product or service features solve a problem for potential customers? Why is your company better than your competition? What steps do your customers take before converting? Are there common topics or questions that come up in conversations with your audience? Do you have any email outreach plans that could benefit from a visually appealing attachment? Hopefully, you're now headed down a path to the type of marketing one sheets you should create first. Create One Sheets That Meet Marketing Goals Before you get started on your company one-pagers, we'll leave you with one last reminder: Audience comes first. Yes, your one sheet should describe your brand, but the focus should be on your reader. What do they get out of your product and why should they choose your brand? Answer those questions, make it look good and watch the responses roll in. If someone asked you what your business does, would you be able to describe it accurately in a concise, compelling manner? Better yet: would your description inspire a potential customer to want to learn more about what you have to offer? Even further, suppose multiple people wanted that description in writing—sales team members, potential customers, existing customers who want to refer you? That scenario is a problem for lots of organizations. Who you are, what you provide, why you're so awesome—it's all immediately and perfectly clear in your head, but how do you create that snapshot in someone else's head? Fortunately, there is a solution. I'm talking about the trusty marketing one-pager (aka a one-sheet or sell sheet). In this post, I'm going to cover What a one-pager is (and what it is not), and why it is essential for marketing. The core elements you need when writing a one-sheet (with copy suggestions). Real examples of marketing one-pagers to help you visualize and gain some inspiration. I'll also provide some tools and resources that can help you bring a great one-pager to life for your business. So let's get started. What is a marketing one-pager? As you may have deduced, it's a single page that distills down what your company does and for whom. (It can also be a single page about what a product or service does for specific target markets.) Think of the one-sheet as what's commonly called an elevator speech or pitch. The name suggests that your marketing message should be delivered in the time span of an elevator ride. Its general purpose is to intrigue the listener enough to want to hear the entire value proposition in the near future. Its general purpose is to intrigue the listener enough to want to hear the entire proposition in the near future. The noticeable difference with a marketing one-sheet is that it's in written format and is portable: it can be emailed, shared on social media, downloaded, printed out and mailed, and so forth. One-pager example source So while your homepage might have a lot of the core information about your business, it's designed to send visitors out to its other pages, where they can get a holistic view of your business. With a one-pager, you present a full snapshot of your business in, well, one page. An effective marketing one-pager quickly orients the reader to the value of your business, whether the reader is a customer, investor, potential partner, etc. Its overarching benefit is that it provides the clear, concise, benefits-driven communication that people desire when learning about a business. The overarching benefit of a one-sheeter: It forces clear, concise, benefits-driven communication.

One-page Nonprofit Marketing Plan Template

Dates of Plan: _____

<i>First</i> , make sure that your services/programs are high quality. Your best marketing is to deliver great mission-driven programs and then benefit from a set of strong referrals.	
Assuming that your programs are in good shape, then address the following questions:	
I. Target Market Who, specifically, is your organization's target client/customer?	
II. Their Needs What, specifically, are their key needs that your organization can meet?	
III. Your Services How, specifically, does your organization uniquely meet their key needs?	
IV. Marketing Actions How, specifically, will you tell your target clients that your organization can uniquely meet their needs (web site, network alliances, email newsletter, etc.)? List up to three key marketing strategies that your organization will focus on during the next 12 months.	

Do I need a marketing one-pager? Aside from the scenario above, the one-pager is becoming a necessity in companies' and individuals' marketing toolkits.

One-page Nonprofit Marketing Plan Template

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Adapted from questions posed by Robert Middleton at Action Plan Marketing.

In fact, concise content is #4 in Marketing Insider Group's list of 12 content marketing trends now and for the foreseeable future. So, the one-sheet, once the thing companies stacked on waiting room tables and the go-to "leave behind" of sales reps on face-to-face visits, is coming back into vogue. And it's doing so precisely because of its brevity. Moreover, it has tangible marketing value: It narrows your prospect's focus (amid all the distractions of today), which bolsters your engagement chances. So the answer to the above question? Yes, you need a marketing one-pager. To: How to build your marketing one-pager When assembling your one-sheet, be selective about what you include. The layout and design are paramount. The one-sheeter must be visually appealing and inviting to read—without making it look like a lot of work to get through. Ultimately, your reader must comprehend it quickly and absorb the material in a useful way. The key here, and as is the case with any copywriting, you want the reader to take action. Below I will provide the essential elements your one-pager should have (note: several real-world examples follow below). The pieces follow the typical top, middle, and bottom flow for written material. (For more copywriting help, these formulas might be of interest to you). Are there exceptions to the layout and elements? Of course! This is marketing, and grey areas abound. But these elements should typically outweigh any creative, outside-the-lines thinking.

Elements to have at the top of your one-pager Here are the elements you'll want at the top of your one-sheet. Company name and logo: Kind of a no-brainer here, right? You want to let the reader know who the content is from. Be mindful of the fact you have limited space—it is one sheet after all. Pain points: Call out what your target audience suffers from or needs help with. Be as specific as possible. Remember: you can't be everything to everybody. Test this element of the one-sheeter repeatedly until you find the best performer. In essence, your pain point is your headline for your one-sheeter. So it has to grab attention. For example, instead of saying something like "The Bay Area's Number One HVAC Company" – bland, boring – it could be "Had Enough of Your Outdated Furnace Giving You the Cold Shoulder at Night?" The bottom line is, you're hoping the reader is nodding her head "yes" when reading the pain point(s) of your one-sheet. Solution: This is the pivotal point of the one-sheeter.

It's where you give your reader what they want more than anything, and that's HOPE—hope that you can solve their problems. So if you're our HVAC friend, then lay it out for the reader. For example: "We've helped Bay Area folks stay cozy at night since 1948. They love our Five-Star Service and Better Business Bureau A+ rating. Our secret is staying technologically advanced while still servicing every make and model ever made. Seriously!" See the below mockup of a one-sheet. Your headline should be something a bit more compelling, but this will help you to visualize the information you're trying to convey. One pager example adapted from Extensio Elements to include in the middle of your one-pager The middle of the one-sheet is where you can get into the specifics: the why and how of your business. Features: List out a handful of your personal, company's, or product/service's features. These are the bells and whistles that you bring to the table: 24/7 service Advanced training and techniques Free estimates The new-and-improved version Free consultation Licensed in XYZ skill Downloadable on all devices Benefits: Answer the question "So what?" about your features. Insert "What this means to you is (answer)" after every feature you list. Insert a "what this means to you" benefit after every feature you list in your one-sheet. For example, for "licensed in XYZ skill," the benefit may be "What this means to you is you'll rest easy knowing our team has full training and hands-on experience with your equipment. We know we'll fix it and make it good as new." Other benefits include: Save time Save money Produces the best results available, such as "increase leads by 10x." The bottom line with benefits: How specifically will the features make the prospect's life better? For this section of your company one-sheet, these finer points of features and benefits will give you a better feel for what they are and how to use them. Elements for the bottom of your one-pager This is where you inspire and equip your reader to take action. Call to Action (CTA): What should the reader, after having been fully convinced YOU are the answer to their prayers, do next? "Start saying today!" "Contact me for a free consultation" "Learn more about XYZ widget here" There are multiple ways to incorporate CTAs into your one-sheeter. This element, too, can and should be tested frequently. The CTA is probably the most overlooked element—but talk about an important one! We offer an in-depth look at CTAs to bolster your one-sheeter's performance.

Contact information: Include everything about you or your company to make it easy for people to find you. Include your physical address (if applicable), social channels, email address, phone numbers—everything you feel comfortable sharing. *Optional add-on for the one-sheeter: Include a brief testimonial or customer review. If space is at a real premium, only include a sentence or two of that stellar testimonial you've got lying around. The takeaway here is that your company one-sheet is about the customer. You have so much to offer and want to tell it all, but when it comes to your one-sheet, resist the urge to make it all about your company. Make it about how your company knows and is the solution to your customer's problems. The one-sheeter is about the customer. Resist the urge to make it all about you or your company. Instead, make it about how you are the solution they need. Examples of great one-sheeters Let's look at some specific examples of company one-sheets for context and inspiration. You'll note there is no particular formula or layout. And yes, some are more than one page. Some essential elements are occasionally omitted, depending on the brand. Of course, big brands can get away with missing details because they're well-known entities. 1. HVAC one-sheeter This one is actually two pages online. Burleson Plumbing & Heating does a great job of focusing on a specific offering with this one-sheeter. It's all about their maintenance program and why it's a good idea. This one is also two pages online. Jasmine Sandler has a lot to offer. She clearly outlines what she does and who she does it for, along with providing multiple contact points. Last, she builds her credibility with previous press and speaker appearances listed. Image source Startup incubator one-sheeter A great example of a tight one-sheeter that covers every essential element and uses the space and graphics perfectly: A well-known brand that uses emotions and visualization. It's all benefits, nothing about features or pain points. But hey, it's Mercedes-Benz. They don't have to do much selling. Fantastic one-sheeter that utilizes space and graphics to capture everything they do in a single sheet. The headline is intriguing and grabs your attention.

Image source What a one-sheeter is NOT (usually) It's not a spec sheet. Those are separate documents to be used further down the funnel to support the decision-making process. However, a spec sheet or data sheet may be what your industry refers to it as. For example, in software, a prospect might request a data sheet that includes the standard things a marketing one-sheeter would. It's not a company history, about us, or personal bio page. That information goes on a separate web page. However, you absolutely want a brief snippet about who you are as a company or individual. It's not a total data dump. You don't want to overload the reader with extraneous information because TMI will cause "reader overwhelm." Stay brief and to the point. You want the reader to have enough information to take the next step, i.e., click the CTA button. It's not a case study. That's a separate, longer piece of content. The one-sheeter can mention a crucial point or testimonial of a case study and even offer a link to the case study. Tools to create your company's one-sheeter Once you have the template nailed for your one-sheeter, you're ready to go. In fact, why not create multiple one-sheeters for multiple audiences? Swap out the information to make them for all of your products and services. You could even apply the same format for your company one-pager to your product, service, or program one-pagers. Here are a few helpful resources to kick-start your one-sheet library: Jennifer Beever, a Certified Marketing Consultant, offers some excellent "Do's and Don'ts" of marketing one-sheets here.

Visme has multiple types of templates, including a product sell sheet. Xtensio bills itself as "the easiest way for teams to create, manage and share beautiful living documents," including one-pagers. Get started on your company one-pager(s) now A compact yet informative page (or two) that distills your business down into its core value—what it provides, why it provides it, and how it benefits or solves pain points—is a powerful piece of content that you can use time and time again. Get started on your company one-sheet today and you'll be surprised at how many times it comes in handy—and how many times it can be repurposed, too.