



ONE PAGE MARKETING PLAN

WHY?

Your Purpose

WHO

Your Ideal Customer

DIFFERENCE

How and why you are better

PRICE & POSITIONING

The story you want customers to believe about your value

DISTRIBUTION

How you reach people and get your products into their hands

PLATFORM

Where you tell your story

PROMOTION STRATEGY

How you tell your story

CONVERSION STRATEGY

How you deepen relationships with prospective customers

GROWTH STRATEGY

The plan for attracting more customers

REFERRAL STRATEGY

The story you give people to tell