



## 7 Steps To Create Your Marketing Boss aka the 1-Page Strategy

**Step 1: What are your business goals?** Be as specific as possible.

**Step 2: Who is the target audience(s)?** Describe them & why they would interact with your business.

**Step 3: What marketing-related goals do you want to achieve with this?** (Hint: Start with first-level goals of awareness, acceptance, or action.)

**Step 4: What key messages should this audience receive?**

**Step 5: How will these key messages be translated? Which tactics will be used?** (e-newsletters, social media, blogs, direct-mail letters, traditional media coverage, paid promotions, etc.)

**Step 6: Where and when will you distribute these tactics?** Identify platform, frequency, live or scheduled, paid or free.

**Step 7: How will you assess the effectiveness of the marketing outreach?** Detail metrics that connect to the tactics.