

Your Company's Marketing Toolbox:

How You Can Build A Successful Marketing Plan for only \$500 a Month

Are you ready to build an inexpensive and easy-to-maintain marketing plan that doesn't just look good, but also generates results? Whether it's for awareness, lead generation, or winning a key account, follow the checklist to build your marketing toolbox.

1. Define Purpose

- ☐ Stay in front of customers
- ☐ Generate more leads
- ☐ Target key accounts
- ☐ Other: _____

2. Establish SMART Goal Parameters

- ☐ Specific _____
- ☐ Measurable _____
- ☐ Achievable _____
- ☐ Relevant _____
- ☐ Timely _____

3. ☐ Set SMART Goal

- a. Sample SMART Goal: By year-end, generate 25% more leads in 2018 than 2017 while maintaining close rate of 15%.
- b. My SMART Goal: _____

4. ☐ Define Strategy

- a. Sample Strategy: Utilize quarterly content marketing strategy to turn more contacts into SQLs. ActiveCampaign platform will be used to send emails, and Instapage platform will be used to capture lead information.
- b. My Strategy: _____

5. Build Plan

- a. Establish timeline of marketing activities

- ☐ Monthly
- ☐ Quarterly
- ☐ Bi-Annually
- ☐ Annually
- ☐ Other: _____

- b. ☐ List marketing activities

i SAMPLE Bi-weekly Email Marketing Plan (1 Month)

1. Week 1 Email

- a. Subject: _____
- b. Call-to-Action: _____

2. Week 2 Email

- a. Subject: _____
- b. Call-to-Action: _____

ii SAMPLE Content Marketing Plan (1 Quarter)

1. Whitepaper Title (Awareness): _____

- a. Supporting Email Subject: _____
- d. Supporting Landing Page (Download): _____
 - Landing Page Questions: _____
- c. Supporting LinkedIn Post: _____

2. Product Webinar Title (Consideration): _____

- a. Supporting Email Subject: _____
- b. Supporting Landing Page (Register): _____
 - Landing Page Questions: _____
- c. Supporting LinkedIn Post: _____

3. Product Comparison Guide Title (Decision): _____

- a. Supporting Email Subject: _____
- b. Supporting Landing Page (Download): _____
 - Landing Page Questions: _____
- c. Supporting LinkedIn Post: _____

iii SAMPLE Account-Based Marketing Plan (1 Quarter)

1. Identify key contacts (influencers and decision makers) using LinkedIn Sales Navigator
2. Send LinkedIn invitation request to key contacts
3. Develop personalized content

a. Personalized Whitepaper Title: _____

- Distribute to key contacts by:

1. 1-on-1 Email
2. 1-on-1 LinkedIn Message
3. Paid LinkedIn Campaign

b. Case Study Title: _____

- Distribute to key contacts by:

1. 1-on-1 Email
2. 1-on-1 LinkedIn Message
3. Direct Mail – Printed as Booklet

c. Product Demonstration (In-Person): _____

- Invite by:

1. 1-on-1 Email
2. 1-on-1 LinkedIn Message
3. Direct Mail Invitation

c. ☐ Map activities to calendar

For When You're Back in the Office

6. Adhere to Email Best Practices

a. ☐ Clean list

b. Identify and standardize potential list segments

☐ State

☐ Job Title / Type

☐ Industry

☐ Other: _____

c. ☐ Have permission to email

7. Acquire Marketing Platforms

a. ☐ Email Platforms

i Recommended: ActiveCampaign (Lite - \$39 / month up to 2,500 contacts)

1. www.activecampaign.com

ii Free, but Limited: MailChimp (Free Plan up to 2,000 contacts)

1. www.mailchimp.com

iii Premium: HubSpot (Professional - \$800 / month up to 1,000 contacts)

1. www.hubspot.com

b. ☐ List Cleaning Services (Try both and see which you prefer.)

i DataValidation - \$17.50 for 2,500 contacts

1. www.datavalidation.com

ii NeverBounce - \$20.00 for 2,500 contacts

1. www.neverbounce.com

c. ☐ Landing Page Platforms (Included in HubSpot)

i Recommended: Instapage (Core - \$69 / month)

1. www.instapage.com

ii Cheaper, but Limited: Leadpages (Standard - \$25 / month)

1. www.leadpages.net

iii Premium: Unbounce (Premium - \$159 / month)

1. www.unbounce.com

d. ☐ Account-Based Marketing (ABM) Tools

i LinkedIn Sales Navigator - (\$65 / month per user)

1. <https://business.linkedin.com/sales-solutions/sales-navigator>

ii D&B Hoovers - (Cost dependent on need)

1. <http://www.hoovers.com/>

8. ☐ Start generating leads