

Business Plan

Marketing & Sales Plan

This plan is the backbone and the most important part of your business plan. It is how you get your name to the public so that they can come into your store and buy. There are many aspects to this part of the plan. Some of these can be free and others can cost a lot. It is up to you to figure out which.

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What is some "copy" that you will use to market yourself? This can include the use of your tagline. _____

Professional Marketing Company

Do you use a professional marketing company? _____

What can you afford and for how long? _____

Marketing Online

Do you advertise with paid ads? If so, which platform(s)? _____

What is your weekly budget for this type of advertising? _____

How long can you sustain this cost? _____

Marketing with Direct Mail

Do you use direct mail? _____

What is your weekly budget for this type of advertising? _____

How long can you sustain this cost? _____

Marketing with Local Media

Do you use TV or Radio advertising? _____

What is your weekly budget for this type of advertising? _____

How long can you sustain this cost? _____



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Sponsorships

Would you consider being a sponsor? Yes / No

How much are you willing or able to sponsor? _____

Would you sponsor a local sporting team? _____

Would you sponsor a local charity? _____

Would you sponsor a church or other local event? _____

Email campaigns, SEO, and Blogging

Do you write blogs or video blog (vlogs)? _____

Do you understand the use of links and backlinks? _____

Would you hire someone to write for you? _____

Do you understand effective use of building a list and an email campaign? _____

Printed Ads

What is your budget for printed ads? _____

Would you place an ad in a magazine, if so which one? _____

Would you advertise in a newspaper? _____

Would you advertise on a large billboard? _____

Sales Plan

How do you pay the people who sell for you? Are they commissioned base, salaried, or a part of both? _____

How much do you pay them (percentage or hourly)? _____

Do you offer bonuses for hitting certain thresholds? If so, what is the criteria? _____

