

ONE-PAGE MARKETING PLAN

For Local Businesses



BUSINESS OBJECTIVE
Monthly Revenue Goal _____ Monthly Leads _____
Avg Customer Value _____ Close Rate (%) _____

TARGET AUDIENCE
Customer Type _____ Service Area _____
What problem are they trying to solve? _____
What are they searching for online? _____

CORE OFFER / MESSAGING
Your Offer _____ Key Benefit _____ What Makes You Different _____
Why choose you NOW? (urgency, availability, offer) _____ Call to Action _____

PRIMARY CHANNELS (Pick 2-3)
☐ Google Business ☐ Website ☐ Facebook ☐ Instagram
☐ Email ☐ Google Ads ☐ Networking
Other: _____

CONTENT STRATEGY
Education Topics _____ Proof (reviews, results) _____
Promotions _____ Posts per Week _____

LEAD CAPTURE
Primary Method _____ Secondary Method _____
Options: Phone | Form | Booking | Text | Walk-in
Response Time Goal _____ Missed Call Plan _____

FOLLOW-UP SYSTEM
Follow-Up Methods (call, text, email) _____ Number of Touches _____
CRM / Tracking Tool _____

KEY PERFORMANCE INDICATORS (KPIs)
Leads/Month _____ Cost per Lead _____ Conversion Rate _____ Customer Acq. Cost _____ Monthly Revenue _____

90-DAY ACTION PLAN

1

MONTH 1: SETUP

Google Business, Website, Reviews

My Top Priorities:

2

MONTH 2: VISIBILITY

Content, Ads, SEO

My Top Priorities:

3

MONTH 3: OPTIMIZE

Conversion, Scaling, More Reviews

My Top Priorities:

Sail On Enterprises

Date: _____



BUSINESS OBJECTIVE

Monthly Revenue Goal: _____

Monthly Leads Needed: _____

Avg Customer Value: _____

Close Rate (%): _____

Marketing Budget: _____

TARGET AUDIENCE

Customer Type: _____

Service Area: _____

Problem they're solving: _____

Searching online for: _____

CORE OFFER / MESSAGING

Your Offer: _____ Key Benefit: _____

What Makes You Different: _____ Call to Action: _____

Why Choose You NOW? _____

PRIMARY CHANNELS (Pick 2-3)

Channel 1: _____

Channel 2: _____

Channel 3: _____

Why these channels? _____

CONTENT STRATEGY

Education Topics: _____

Proof/Results: _____

Promotions: _____

Posts per Week: _____

LEAD CAPTURE

Primary Method: _____

Response Time Goal: _____

Missed Call Plan: _____

FOLLOW-UP SYSTEM

Follow-Up Methods: _____

Number of Touches: _____

CRM/Tracking Tool: _____

KEY PERFORMANCE INDICATORS (KPIs)

Leads/Month: _____ Cost/Lead: _____ Conversion Rate: _____ Customer Acq Cost: _____

90-DAY ACTION PLAN

MONTH 1: SETUP

Priority 1: _____

Priority 2: _____

Priority 3: _____

MONTH 2: VISIBILITY

Priority 1: _____

Priority 2: _____

Priority 3: _____

MONTH 3: OPTIMIZE

Priority 1: _____

Priority 2: _____

Priority 3: _____

Additional Notes: