

The One-Page Marketing Plan

Reference: Chapter 21 of Forward Thinking for Your Business

Use the following steps to develop a marketing plan that fits on a single page. The example in this exercise is for a home decor store in Canada.

Step 1: On a sheet of paper or a Word document, make a chart three rows across and four rows down. This gives you 12 boxes—one for each month. Label each box with a month, moving left to right, with January, February, and March across the top. This has the benefit of ending each row in a quarter.

January	February	March
April	May	June
July	August	September
October	November	December

Step 2: List any important marketing opportunities throughout the year. These could include:

- Customer appreciation day and business anniversary
- Special event promotion time (i.e.: Mother's Day, Nurses Month, etc.)
- Events (industry or community) you wish to attend + charitable events you support
- Seasonal notifications that impact your marketing (i.e. tourism season, tax deadlines, etc.)

Note everything that provides an opportunity for your business, including not only what your commitments are currently, but also other opportunities you might have.

January New Year's Sale Gift Show Event	February Valentine's Day Anti-Bullying Day (last week)	March International Women's Day (8th) St. Patrick's Day First Day of Spring
April Easter Start of Spring	May Mother's Day Long Weekend in May Business Anniversary (40 years)	June Father's Day First Day of Summer
July Tourist Season Canada Day - July 1st	August Tourist Season August long weekend	September Back to School First Day of Fall
October Thanksgiving Halloween Small Business Week Event	November Remembrance Day	December Christmas First Day of Winter

Step 3: Once you have everything on your page, make the list of marketing work you will need to do. Put every idea you have on this list. This may include:

- Online updates: website + social media posts
- Printed updates: in-store flyers our coupons, mailouts, brochures, posters
- Registration for events
- Hiring extra people or outsourcing tasks
- Advertising

You may find it helpful to work backward to cover the things you need to do. Using the example below, you will book radio advertising for Valentine's Day in January so commercials will be ready to launch on February 1.

January	February	March
<p>New Year's Sale Gift Show Event (24-26th)</p> <ul style="list-style-type: none"> • <i>Jan 1 - website update NY sale</i> • <i>Jan 15 - website update shopping all winter</i> • <i>Jan 1 - SM post Happy New Year</i> • <i>Jan 3-15 - SM posts 2 per week for New Years sale</i> • <i>Jan 15-31 - SM posts 2 per week featuring home decor tips and product feature</i> • <i>Jan 1 - register for gift show</i> • <i>Book VDay radio ads</i> • <i>Connect with charity for anti-bullying promo to run in Feb</i> 	<p>Groundhog Day (2nd) Valentine's Day (14th) Family Day (20th) Anti-Bullying Day Event</p> <ul style="list-style-type: none"> • <i>Feb 1 - website update VDay specials</i> • <i>Feb 15 - website update to promote anti-bullying</i> • <i>Feb 1-12 - SM posts 1 per day: 12 Days of Cupid deals</i> • <i>Feb 15-28 - SM post 1 per week support of anti-bullying</i> • <i>Flyer in store so shoppers know about VDay sale</i> • <i>Feb 1-14 - VDay radio ads</i> • <i>Feb 5 - plan anti-bullying day promotion</i> • <i>Order flyers for shopping bags for Easter promo</i> • <i>Register for IWD event</i> • <i>Create coupon for IWD event 20% off til end of Mar</i> 	<p>International Women's Day (8th) St. Patrick's Day (17th) First Day of Spring (20th)</p> <ul style="list-style-type: none"> • <i>Mar 1 - Website update St. Patrick's Day green sale</i> • <i>Mar 20 - Website update with new spring items</i> • <i>Mar 1-9: SM post before, during and after IWD event</i> • <i>Mar 10-17 - SM posts (3) featuring green decor</i> • <i>Mar 18-31 - SM posts 2 per week: home decor tips and new spring items</i> • <i>Attend IWD event; bring coupons</i> • <i>Flyers in shopping bags for Easter promo</i>

<p>April Good Friday (7th) Easter Sunday (9th) Start of Spring</p> <ul style="list-style-type: none"> • Apr 5 - website update winter decor blowout • Apr 25 - website update Mothers Day sale • Apr 1-6 - SM posts (3) Easter sale • Apr 7 - SM post Easter holiday hours • Apr 11-30 - SM posts 2 per week blowout winter decor and spring decorating tips • Plan business anniversary promo; select door prizes • In-store flyers for Easter and spring sales • Order sandwich board for sidewalk • Book ad in tourist guide 	<p>May Mother's Day (14th) Long Weekend in May (22nd) Business Anniversary (40 years)</p> <ul style="list-style-type: none"> • May 15 - website updates for business anniversary • May 22 - website update summer decor • May 1-13 - SM posts 3 per week on Mother's Day sale • May 13-21 - SM posts about business anniversary and door prize winners • May 22-31 - SM posts promoting summer decor • May 20 - Chamber social event for anniversary • May 1 - Mother's Day flyers in-store • Order food/bev for business anniversary social event 	<p>June Father's Day (18th) First Day of Summer (21st)</p> <ul style="list-style-type: none"> • Jun 1-13 - website update Father's Day sale • Jun 14 - website update summer decor • June 1-10 - SM posts (4) for Father's Day • June 11 -30 - SM posts 3 per week for summer decor • Plan Downtown sidewalk sale summer celebration • Re-organize store; restock with summer decor • Update website with summer hours • June 28 - SM post Canada Day + business hours • Decorate the store window for Canada Day
<p>July Tourist Season Sidewalk Sale (15th-17th) Canada Day - July 1st</p> <ul style="list-style-type: none"> • Jul 2-17 - website update Sidewalk Sale • July 18 - website update general shopping • July 1 - SM post Canada Day • July 2-17- SM post promoting Sidewalk Sale • Jul 18-31 - SM posts 2 per week of new summer items • Book radio advertising for Fall season 	<p>August Tourist Season August long weekend (7th)</p> <ul style="list-style-type: none"> • Aug 1 - website update summer decor best finds • Aug 25 - website update back to school decor • Aug 1-31 SM posts 3 per week featuring summer decor items, decor tips for home and cottages inside and outside + ladies night event • Sponsor ladies golf night; provide prize and coupons 	<p>September Back to School (4th) First Day of Fall (22nd) Truth Reconciliation Day (30th)</p> <ul style="list-style-type: none"> • Sep 5 - website update summer blowout • Sep 15 - website update new fall decor • Sep 1-10 - SM posts (4) on back to school • Sep 11-30 - SM posts 3 per week on fall; blowout of summer decor items • Order for Christmas • Create coupon for small business week gift bag • Register for Small Business Week program through City

October	November	December
<p>Thanksgiving (9th) Halloween (31st) Small Business Week (15th-21st)</p> <ul style="list-style-type: none"> • Oct 1- website update Thanksgiving decor • Oct 10 - website update decor for businesses • Oct 22 - website update fall decor • Oct 1-8 - SM posts on Thanksgiving decor ideas • Oct 9 - SM post Happy Thanksgiving • Oct 10-26 - SM posts re: SBW • Oct 27-31 - SM posts - come trick or treat at our store • Book advertising for Christmas • Drop coupons to City for SWB gift bags 	<p>Remembrance Day (11th)</p> <ul style="list-style-type: none"> • Nov 5 - website update thanking veterans • Nov 12 - website update winter decor • Nov 1-5 - SM posts blowout of fall decor • Nov 6-11 - SM posts Remembrance Day • Nov 12-30 - SM posts winter decor promo and tips 	<p>Christmas (25th) First Day of Winter (21st)</p> <ul style="list-style-type: none"> • Dec 1-Website update Christmas shopping starts now • Dec 24 - Website update holiday hours • Dec 1-11 - SM posts winter decor • Dec 12-24 - SM posts Christmas (daily) • Dec 25 - SM post Happy Holidays + holiday hours • Register for Jan gift show

Step 4: Now you can see the time commitment you must invest to do everything on your list, and you may find it is not reasonable to do all of it. This is where you make revisions so your marketing plan is something you can comfortably do while also doing the business work.

Your marketing plan is an overview for the year, and it will fit on one page. You can use the back of the page to make any more detailed notes.

See the next page

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<p>January Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>February Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>March Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i>
<p>April Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>May Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>June Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i>
<p>July Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>August Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>September Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i>
<p>October Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>November Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i> 	<p>December Events, focus areas and special days</p> <ul style="list-style-type: none"> • <i>Marketing updates</i> • <i>Social media posts</i> • <i>People you need</i> • <i>Registrations</i> • <i>Pre-planning for upcoming events and promotion</i>