

How To Prioritize Your Marketing Efforts

THE MOJO 7 STEP CAMPAIGN MARKETING PLAN WORKBOOK

Step 1: Committing to Your Campaign Goal

1) What **product or service** are you going to market? (Pick just one!)

2) What **revenue or branding** goal do you hope to gain from marketing this product or service?

- \$ _____
- _____ units or hours or pieces
- _____ more Facebook followers
- _____ email captures
- Misc. _____

3) How will you **track** your marketing campaign **performance**?

- Google analytics
- Social media analytics
- Call tracking
- Form conversions
- Landing page views
- Coupon redemption

Step 2: Choosing Your Team & Identifying Your Assets

What resources do you have currently available?

- 1) Employees
 - Content writer
 - Graphic designer
 - Social media manager
 - Website developer
 - Photographer/Videographer
 - Marketing manager
- 2) Agency - Y / N
- 3) Subcontractors
 - Content writer
 - Graphic designer
 - Social media manager
 - Website developer
 - Photographer/Videographer
- 4) Budget
 - I am going to spend a total of \$ _____ on marketing and \$ _____ on paid advertisements.
Based off of these estimates, I can expect an ROI of ____%.

(The basic formula for ROI is: $ROI = \text{Net Profit} / \text{Total Investment} * 100$)

What is your current inventory of marketing assets?

Hint: List out all assets here, on a notes page or digitally so you can always keep it up to date!

1. Social profiles
2. Business directory listings
3. Traditional marketing
4. Digital advertising
5. Brand kit*
6. Email list
7. Websites
8. Domain names
9. Strategic Partnerships

What assets do you need to create and who is going to create them?

What assets need work and who is going to make them ready for your campaign?

Step 3: Buttoning Up

If you have these assets, score your marketing assets (1 to 5 with 1 being bad, 5 being great)

- Website Rating _____
- SEOPTimer Score _____
- Social Media _____

Tips on how to improve my website:

Tips on how to improve my SEO:

Tips on how to improve my social media:

Potential employee or customer survey questions:

Step 4: Identifying Your Audience

What does their daily life look like?

What kind of house, car, and family do they have?

What is important to them?

What do they do in their free time?

Where do they consume their media?

What products or services are my personas buying? Why?

What products or services are my personas *not* buying? Why?

Are there any barriers preventing them from using my products or services?

What type of messages do they respond to?

Describe in detail what these personas look like:

Step 5: Defining Your Branding & Messaging

Who are you? Why do you do what you do? How do you want your customers to remember you?

My Vision Statement:

A vision statement is often defined as the “30,000-foot-view” for an organization. Vision statements are big, exciting, compelling, and audacious dreams for the future of the organization.

My Mission Statement:

A mission statement ties directly with the vision statement. It is employed to discover “how” to fulfill the vision statement. Put another way, the mission statement is the process of how the “30,000-foot-view” becomes reality.

My Guiding Principles:

Guiding principles are the broad philosophy that guide and unite the marketing efforts under a set of values and define what is important to your business. With guiding principles in place, any proposed new course of action would need to answer one question: “does it fit our guiding principles?”

How does your brand kit look? Are there ways to improve?

Based on your vision, mission, and guiding principles, how is your tone?

Based on your target audience's everyday behaviors, how often do you think they'd like to hear from you?

Step 6: Choosing Your Channels

What is your goal again?

Who is your target audience?

On which platform is your audience spending most of their time?

- Social Media
 - Facebook
 - Instagram
 - Pinterest

- LinkedIn
- Youtube
- Influencer
- Email
- Search
 - Google
 - Bing
 - Yahoo
- Traditional
 - Radio
 - Television
 - Outdoor
- Word of Mouth
 - Referral
- Event Activations
 - Special Events

Step 7: Executing, Reviewing, Adjusting & Measuring

What is the selected product, service, special, promotion, or theme for the campaign?

What is the goal of the campaign?

Brainstorm campaign concepts:

What is a sample campaign message?

What marketing tactics and platforms am I going to use for the campaign?

What does the frequency of the content look like?

How will I measure success?
