

Marketing Plan Creator Sample

<https://www.matthewb.id.au/b/marketing-plan-creator.html>

SAMPLE MARKETING PLAN - RETAIL MARKETING

Target Market: Business to Consumer In Store Male Female Local region Niche fan	Target Message: Everything you ever wanted to know about Widget 7 ideas to spark your Get jobs done 1 Simple rule to Get jobs done How to Get jobs done A step by step guide	Media Used: Signage Website via Search Social Media Campaign
Lead Capture System: Social Media Like / Follow / Circle / Group Business Card collection	Lead Nurture: Mailed catalogues / offers / samples Social Media posts / articles / comments / blogs	Sales Conversion Strategy: Coupon used in sale Share stories of how products / services can help the customers
World Class Experience: Fast delivery service Extra innovative services. E.g. Howto video channel, careful packaging, thank you card with purchase, bonus gift Provide a website with support questions and answers, how to videos etc.	Lifetime Customer Value: Loyalty Card / App. Give a reason to come back often Regular consumable item sales . Send reminders	Create Referrals: Collect and promote testimonials. This is Social Proof. Respond to Social Media like / endorsement / comments Word of mouth referral

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