

RevKong's Guide to Creating a
ONE-PAGE MARKETING PLAN



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Chapter 1

Who This Guide is For

If you are an entrepreneur who's brave enough

to question whether your current marketing approach is working, you're not alone. Most new businesses fail because they don't recognize that their assumptions about their customer, their message to that customer, and how to attract and acquire that customer are flawed.

If you're brave enough to admit you don't understand core assumptions about your business, you're already in a better category than most.

You *know* you have a problem.

The good news is that a well-designed marketing strategy is your solution. It correctly defines your customer, how you will talk to them, and how you will acquire and generate sales from them. It inoculates your business from failure.

Marketing is your license to “**Move fast and break things.**” It’s the disciplined approach that tells you where to run to and what to break (the things that are blocking your business’ growth). And it’s 1000x more effective than stitching together marketing tactics and channels in search of success. At RevKong we call that **winging your marketing.**

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And if you are brave enough to admit you're winging your marketing, you know it's costing you time, money, and resources you don't have, but you don't have months to write a plan. **You have days**.

This step-by-step guide was developed with you in mind. It will help you write a strategic, uncomplicated marketing plan fast. Designed to be a living document, your plan won't collect dust on a shelf. You will refer to it daily and it will unite the efforts of your team. Ready to get started?

Chapter 2

The Three Root Causes
of “Death Spiral
Marketing”

You became an entrepreneur
to turn your business passion
into freedom and fulfillment.

Freedom and fulfillment for yourself, for your family, for your partners, and for your employees.

If you're reading this guide you and your team are investing in marketing to drive customer growth and new business. But it's not working. In fact it feels like your marketing is slowly killing your business.

Every month, you spend hundreds or thousands

of dollars a month to attract new business. Yet you are generating just a handful of new customers. And the growth is neither predictable nor exponential. Sometimes, your growth is even negative.

You're on a hamster wheel of mediocre growth and can't stop. But if you don't diagnose and fix the problem, your business will eventually fail. Or worse, it will limp along like a zombie in the land of the living dead. Barely surviving and making you and your team miserable.

So the question is, how did you get here? Why is your marketing slowly killing your business and how do you fix it?

At RevKong, we've helped hundreds of clients reverse the effects of "death spiral" marketing and launch programs that deliver 20x or more in monthly customer growth and sales.

Through our work we've observed several common causes for why marketing fails to achieve expected results.

COMMON MARKETING FAILS



COPYING BIG BRAND MARKETING

Copy from the best, right? Wrong. You can't spend like Apple, IBM, and Geico. And you lack the infrastructure to juggle complex, multi-channel campaigns.



IMITATING COMPETITORS

You can't achieve category leadership by copying your competitor. Copying turns you into their identical twin. And if a customer can't tell you apart, his decision will come down to price.



CONFUSING TACTICS AS THE PLAN

Many confuse the discipline of marketing with tactics and channels. Advertising. SEO. Email. Social Media. Great marketing is orchestration, not activity, focused on attracting customers.

A simple definition of Marketing

“Marketing is the strategy you use for getting your ideal [customer] to know you, like you, and trust you enough to become a [paying] customer.”



Why we love this definition

1

It frames marketing as a disciplined planning approach.

2

It puts the customer at the center of the plan.

Chapter 3

The One-Page Marketing Plan to the Rescue

To escape the marketing death spiral, you need to write a strategic marketing plan.

Using the **one-page marketing plan** framework simplifies the process.

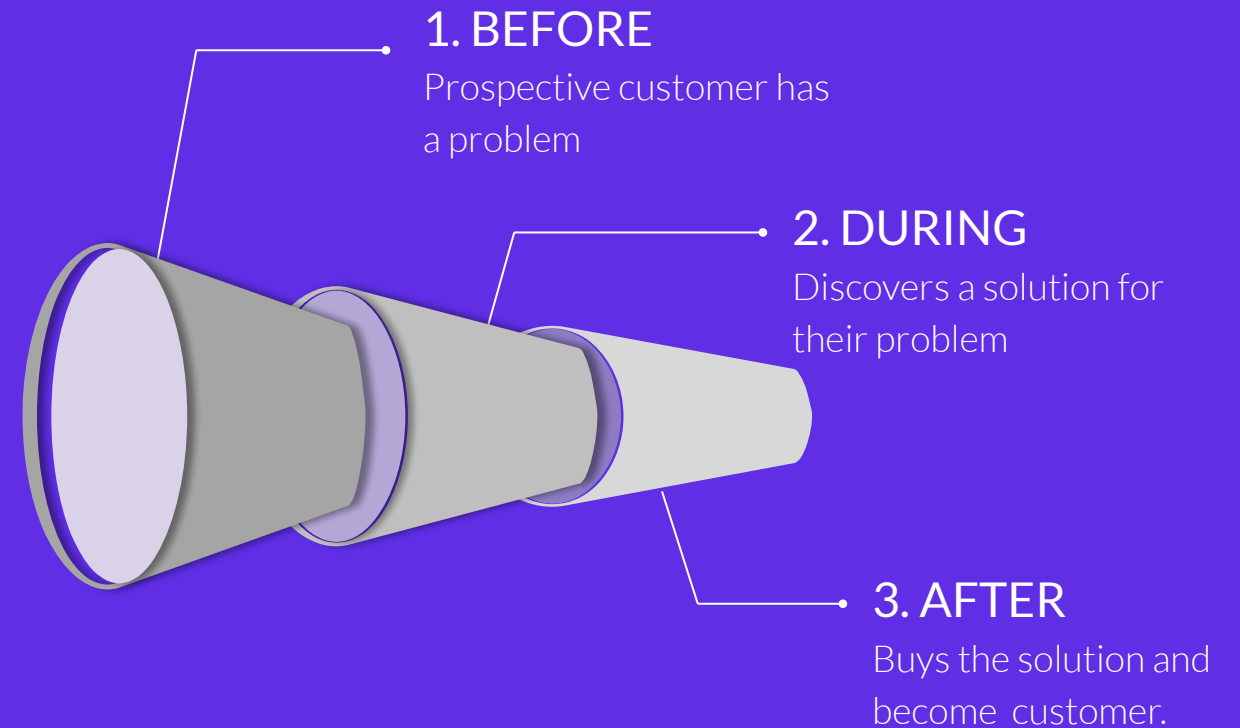
Where a normal marketing planning process can take you months to develop, the one-page approach enables you to move fast. This guide will help you complete the plan in as little as half a day.

Let's dive into the framework.

The one-page marketing plan framework is built around the three milestones of the buyer's journey.

A **buyer's journey** is the steps a potential customer takes to realize she has a problem, find your solution for that problem, and decide to buy your solution and become your customer.

THE BUYER'S JOURNEY EXPLAINED



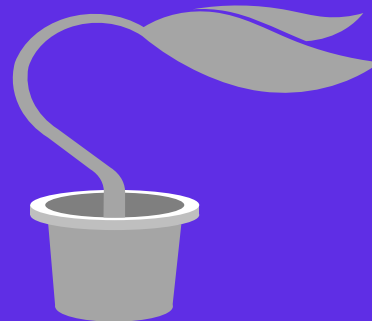
One-Page Marketing Plan Framework

Each milestone contains three sections of your strategic plan. Every section features a framing question you need to answer. There are nine sections total.



BEFORE

1. Who is our target customer and why do they need our solution?
2. What do we say to persuade them we're a great fit?
3. How do we reach them?



DURING

1. How do we track prospective customers who reach out to us?
2. How do we build trust and value with those prospective customers?
3. How do we turn that trust and value into a purchase?



AFTER

1. How do we deliver incredible experiences our customers love?
2. How do we create loyalty and grow repeat business from customers?
3. How do we persuade loyal customers to give us referrals?

Creating an actionable, measurable marketing plan is as simple as answering these nine questions. And the benefit is priceless.

1. **It defines your destination**, the transportation you'll take to get there, and gives you a compass to help you avoid traffic jams..
2. **It's measurable and repeatable** allowing you to deploy as fast as you can, improving and optimizing your execution as you go.
3. **It's not set in stone**. It evolves with your customer acquisition and sales goals.

On page 13 we include a printable one-page marketing plan template you can work with.

ONE-PAGE MARKETING PLAN FOR _____

BEFORE	1. Who's our target customer?	2. What's our target message?	3. How do we reach our target customer?
DURING	2. How do we track interested target customers?	3. How do we get our target customers to trust and value us?	4. What do we do to make the sale?
AFTER	5. How do we dazzle our customers?	6. How do we increase value per customer?	7. How do we foster customer loyalty and encourage referrals?

Chapter 4

Writing the first version
of your marketing plan

You're looking at your freshly printed one-page marketing plan. And you're thinking,

“These nine questions look intimidating. Why do these questions particular questions matter? Why this order? And how the hell are we going to finish this project in less than one day?” Let's tackle each question one at a time.

Why do these particular questions matter?

The goal of the one-page marketing plan is to get you to focus on the **most** important ingredients of a thoughtful and actionable strategic plan.

The nine questions spread across the Before, During, and After sections of the plan, represent the most important ingredient for your plan.

Why this order?

The marketing plan is not just a strategy. It's your hypothesis about the journey your prospective customers will take to become your *paying* customers. Answer these questions in the order we suggest will help you focus on understanding what your company needs to deliver at every stage of your prospective customer's journey.

How the hell are we going to finish this project in less than one day?

You can and will finish this exercise in less than a day. All you need to do

is commit to keeping your efforts focused, practical, and repeatable. Remember, your plan is not etched in stone. It's a living, breathing organism. So treat this exercise like a lab experiment. You will repeat your experiment, review your results, and refine your testing methodology over and over again until you achieve breakthrough.

The goal of the Before is to get your prospects to know you and respond to your message.

A prospect represents a potential customer in your target audience. Once they've shown interest by responding to your message, they become leads (During, the second milestone of the customer journey).

You may be asking what's a **target**

MARKETING PLAN SECTION 1

BEFORE

market, a **message**, and a **lead**? We'll answer two out three of these in this section. The third, the **lead**, is someone who you've convinced to consider buying your product. We'll discuss leads further in the **During** section of this guide.

The three questions you must answer for the Before milestone

1. My target market
2. My target market message
3. The paid channels I will use to reach my target market

Identifying your target market is the first step in writing your plan. Pinpointing the right audience ensures your outreach reaches receptive ears.

Once you begin receiving positive responses, you know your marketing is effective. Your end goal is to maximize your return on invested time, money, and energy.

WHAT'S MY TARGET MARKET?

1

What criteria define my target customer? What criteria excludes unsuitable customers?

2

What are their interests? What are their habits? What is a day in their life like?

3

What are their challenges and needs as work or in life? What frustrates them?

4

What products and services do they use regularly to help solve their challenges and needs?

Once you have the right market, start crafting a message that is appealing and thought-provoking. This is a tricky balancing act, so start simple. Avoid fancy.

Be direct, relatable, and trustworthy. For instance, cast your business in the role of your target. You're just as frustrated as they are and fixed the problem in a revolutionary way. For you, their challenge is personal..

WHAT'S MY TARGET MESSAGE?

1

What value does our solution deliver to our target market?

2

How does our solution meet their need(s)?

3

Why is better than other solutions and existing tools they're using?

4

Why should they care? What makes us remarkable?

With your target market identified and your message “dialed in”, it’s time to get your message in front of your audience. Channel advertising is how you will do it.

Advertising is expensive, so it needs to be designed and managed carefully. To maximize return on your advertising investment, build measurable campaigns. If you know the performance of every ad you put

HOW WILL WE REACH OUR MARKET?

- 1 What are the best paid channels to reach my target audience?
- 2 How much should we focus on each channel? Equally? Do some channels seem more promising?
- 3 How long should we run each paid campaign and will it vary from channel-to-channel?
- 4 How will we measure performance to understand what’s working and what’s failing?

in market you can answer an important question? Are you spending more on advertising than you make on sales?

As you get started, know that your first few campaigns may deliver disappointing results. We recommend you devise small inexpensive ad tests to figure out what works quickly. Once you know what works, you can increase your investment and scale your lead acquisition within your target market.

In the “During” milestone of the customer journey, you focus on acquiring leads from your audience.

Leads are people who know you. They have raised their hands to signal they are interested in what your business is selling. You need to capture these interested parties (also known as prospects) in a customer database. Then, you’ll

MARKETING PLAN SECTION 2

DURING

engage in a value-building dialogue, and convert them into customers. Your end goal is to get them to trust you enough to buy from you once. When they've bought from you once, you're ready to tackle the third milestone in the customer's journey: **After**.

The three questions we must answer for the During milestone

1. My lead capture system
2. My lead nurturing program
3. My sales conversion strategy

You need to capture and track all of the leads you acquire in a software tool that makes it easy for you to automate staying in touch with them later. Only a few leads will be ready to buy from you today. But that doesn't mean the rest won't want to buy from you later.

Segmenting your leads by their readiness to do a deal helps you tailor future outreach to them.

HOW WILL WE TRACK OUR LEADS?

1

What tool will we use to gather and segment our leads by their readiness to do a deal?

2

If we don't have a tool already how will we select one and set it up ASAP?

3

How will we communicate with leads that are ready to do business?

4

How will we communicate with leads that are not ready to do business?

Lead nurturing is the process of taking prospective customers from semi-interested to very interested in buying from you. It takes the individuals in your lead tracking tool and wraps a tailored outreach program around them.

The best nurture programs warm leads up so that they respect, trust, and want to work with you. They cut friction out of your sales process.

HOW WILL WE NURTURE OUR LEADS?

1

What value can we deliver to our leads through our nurture program?

2

What tool(s) will we use to automate our lead nurture program?

3

How many channels will we use to nurture our leads?

4

How frequently will we communicate with our leads via our nurture program?

Winning new business requires your team to convince your prospective customer that your company is trustworthy, your product has value and can solve her problem.

Creating trust and value sounds straightforward. But it is very easy to shift from a “customer first” to a “sales first” mindset in the throws of a deal. Your sales process needs to elegantly tackle pricing, handle

HOW WILL WE MANAGE OUR SALES PROCESS?

1

How will we position ourselves as educators, advocates, and advisors and be trustworthy.

2

What will we do to make our sales process so delightful customers tell their friends about it?

3

How will we price our solution and offer value vs. our competitors?

4

How will we handle objections from our prospective customers?

objections, and position you and your team as friendly advocates. The better you are at consistently maintaining the persona of a genuine genuine trusted advisor, the faster your deals will close. And equally important, your customers will be so delighted by your frictionless deal process that they will spread the word.

The After milestone deals exclusively with making your customers love you.

These people like, respect, and trust your product / service enough to buy from you once. In this phase you'll turn your customers into raving fans by delivering a world-class experience.

You find ways to increase the amount of business they do with which

MARKETING PLAN SECTION 3

AFTER

increases their lifetime value. And you'll foster an environment that leads to customer-referrals continue to come your way.

The three questions we must answer for the After milestone

1. How we deliver a world-class customer experience
2. How we increase customer lifetime value
3. How we orchestrate and encourage referrals

Delivering a world-class experience turns customers into raving fans who want to buy from you repeatedly. Like tracking leads and nurturing leads, achieving a world-class experience requires smart use of systems, technology, and people.

The goal of creating a world-class experience is to give your clients a reason to sing your praises and your competitors a reason to hate you.

HOW WILL WE DELIVER A WORLD-CLASS EXPERIENCE?

1

How will we **WOW** our customers with marketing tailored to their success?

2

How will we make it easy and fun for our customers to work with us?

3

How will we innovate around our customer experience?

4

What systems and technology will we use to remove friction and increase consistency?

You won't start making money from your customers until you figure out how to increase their lifetime value (LTV). Lifetime value is a measure of the total amount of money you can expect to make from each customer.

The way you grow lifetime value is to increase the amount of business you do with each existing customer and reduce the number of customers who stop doing business with you.

HOW WILL WE INCREASE OUR VALUE PER CUSTOMER?

1

What signals will we use to measure customer lifetime value?

2

How can we increase our value to our customers so they want to do more business with us?

3

How will we improve our customer experience so that fewer customers stop doing business with us?

4

How will we “vote” the wrong customers off of our “island” so they can find a better solution?

Soliciting referral business from your raving fans (aka your customers) requires measured pro-activity. When done right you can generate leads from existing clients more valuable than your lead generation activities.

Since loyal customers are at the center of this activity, make it easy for them to help you. And make the *value* of helping you clear to them.

HOW WILL WE ORCHESTRATE CUSTOMER REFERRALS?

1

How will we ask our customers for referrals and to serve as references?

2

What's the value exchange for customer who give us referral business?

3

How will we choose which customers to ask for referral business?

4

Are there businesses adjacent to our category we can partner with to create a referral program?

Chapter 5

Summary and Key
Takeaways

There are very few new ideas
in marketing today.

And the One-Page Marketing Plan is not a new idea. In fact, while we believe in it wholeheartedly, and we are very proud of our guide, we can't claim the framework as a RevKong original.

That being said, our guide does solve two important problems.

First, it's a timely summary that allows you to process the concepts and the framework quickly.

Second, it reduces overwhelm by telling you how and where to get started. This way you can sidestep the “blank page” syndrome and get write to work.

Our wish is that you use this guide to dive right in and start working on your first marketing plan immediately. Remember, you don't need to devote weeks and weeks to complete the process. In fact we recommend you take no more than an hour or two to write the first version of your plan.

As you start your own plan, read on for a few final words of advice.

FINAL ADVISE

BEFORE YOU BEGIN WRITING YOUR PLAN, CONSIDER THIS:



1

Get familiar with the lingo

There are lots of great marketing dictionaries online including [this one](#).

3

Keep your answers short

Use our questions to focus your ideas. Avoid jargon. Two sentences max.

4

Delegate Where Possible

Outsource tasks and activities to resources better qualified to do the work.

2

Timebox your effort

Alm for 30 minutes to an hour. Cut yourself off after 2 hours.

4

Embrace Agility & Iteration

Write version one of the plan. Execute it. Measure the results. Revise the plan.

6

Ask For Help

If you get stuck on your plan, we can help. Contact us for a free consultation and audit.