

Develop YOUR Annual Grassroots Marketing Action Plan: 2013

Product

What are your top selling products, and how can you focus your marketing to boost those sales?
What products are selling poorly? Do you need to redesign, discontinue, or market them differently?
What new products will you develop and promote this year?
How will you shape the story of yourself, your community, your products, and your season?

Price

Are you priced right for your market?
In what ways can you add value to your product?
How can you cut costs or improve efficiencies in production?
What opportunities for partnership packages or referral relationships do you see in the year ahead?

Target Market

What are the demographics of your target market? Whom do you see when you conduct direct sales, or who shops where your product is retailed?
What new or emerging markets are ripe for expansion? How do your products meet market niches and needs?
What are your sales goals and income projections for each month?
How many customers do you need to meet those goals? What share of the market must you capture?
What marketing methods and action steps do you need to get to those customers?

Competition

Who are the top three industry leaders in your sector?
Who are your top three direct competitors?
How can you learn from their success?
How are your products and your business different and better? What is your niche?
What makes your customers love you the most?

Image & Branding

Do you have a strong brand? Is it time for a refresher for your logo, website, or marketing materials?
Is your brand 100% consistent (logo, fonts, colors, style, formatting) across all your marketing platforms (print, online, signage, packaging)?
Where else can you apply your branding? What options do you see for low-cost, high-impact ways to make your brand more visible in your target market?

Advertising & Promotion

What is your marketing budget for the year? What are your expectations for each area of marketing (number of sales, increased visibility, higher number of social media followers, etc.)?
What return on investment will make your marketing worthwhile?
What new methods will you add to your marketing toolkit this year?