



## SCORE Workshop - How to Create a Revenue-Generating Marketing Plan

### Agenda

#### 1. Marketing Introduction

- a. Old school vs. new school marketing
- b. How the internet changed everything
- c. How to compete today
- d. Review standard marketing plan template
- e. Marketing plan vs. Business plan

#### 2. How To Write A Marketing Plan

- a. Describing your company
- b. Describing your product / service
- c. The difference between features and benefits
- d. Conducting market research
- e. Identifying our target audience
- f. Competitive research and analysis
- g. Creating a SWOT (strengths, weaknesses, opportunities, threats) analysis

#### 3. Creating Marketing Goals, Objectives, Strategies and Tactics

#### 4. Financials

- a. Marketing budget
- b. Sales forecast

#### 5. Measurement & Metrics

#### 6. Bonus Tracks

- a. How to write a strong message
- b. Creating your value proposition
- c. Social media basics
- d. Matching content to your customer's buying cycle
- e. How to drive more traffic to your website