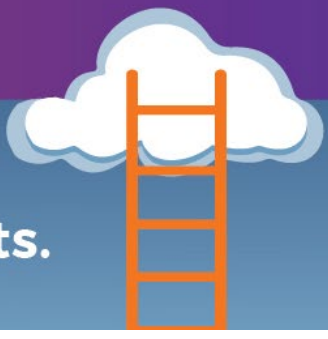




Marketing-driven custom websites



The words and pictures to help your business reach new heights.

Guerilla Marketing Plan

1. Current Situation

2. Goals: What do we want to accomplish?

3. Strategy: How will we reach our goals?

4. Niche: What makes us unique?

5. Identity: What do we want people to think about our business?

6. Target Audience: Who do we want to reach? Who is our ideal customer?

7. Competitors

8. Marketing Tools: e.g. website, newsletter, social media, direct mail, advertising, etc.

9. Budget

Thank you to Jay Conrad Levinson, creator of the Guerilla Marketing Plan.