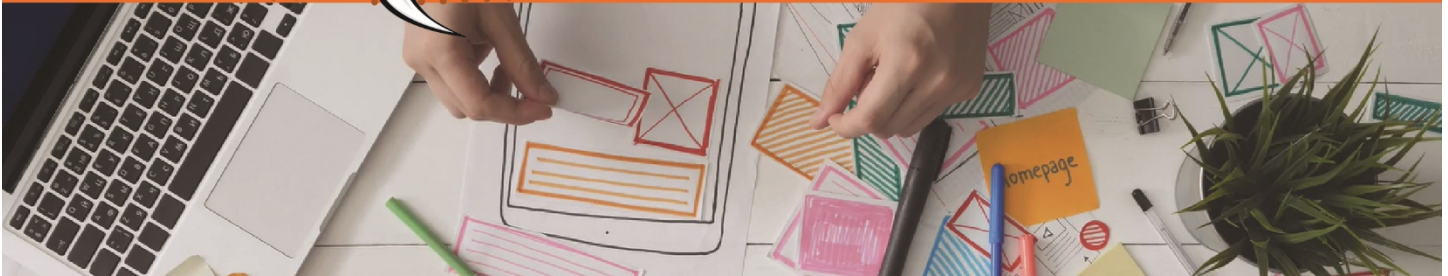


**WOW!  
WHAT A GREAT WEBSITE!**

marketing-driven custom websites



## **Guerilla Marketing Plan**

1. Current Situation

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2. Goals: What do we want to accomplish?

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3. Strategy: How will we reach our goals?

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4. Niche: What makes us unique?

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

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

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7. Competitors

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

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9. Budget

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