

INTRODUCTION. What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step marketing plan within the context of the two major free Internet marketing channels - SEO (Search Engine Optimization) and Social Media Marketing.

BUSINESS VALUE PROPOSITION. Define what you do that creates value. It might be a product or a service. If you are a non-profit, it might be the need(s) you serve. What do you have that they want?

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have?

Type 1: _____
Type 2: _____
Type 3: _____

DISCOVERY PATHS. How might potential customers find you? For example, some might do keyword searches by Google, others might hear about your through real-world word of mouth, and still others discover you via a Facebook share or a Twitter tweet. *Rate each with -5 being not important at all, 0 being neutral, and 5 being extremely important as a discovery path.*

- ☐ **Search**, they search for you by keywords on sites like Google but also perhaps on sites like Yelp, VRBO.com, or even Amazon.
 - < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
- ☐ **Review / Recommend / Trust.** They rely on **reviews** (e.g., reviews Google+ Local / Yelp, Amazon) or other **trust** indicators (e.g., many Facebook fans, an active expert-looking LinkedIn Profile, Thought Leadership via your blog)

- < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
- ❑ **eWOM / Share / Viral.** They are likely to find out about you via eWOM (electronic word of mouth), a friend's share, or even a viral video. An example might be a trip to Disneyland. Customer "share" their experience on Instagram or Facebook, their friends see it, and book a trip themselves.
 - < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
- ❑ **Interrupt.** Your product is so new, so unusual, that they don't even realize it exists. It's a new category. Therefore, some amount of "interrupt marketing" (advertising) is necessary.
 - < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
- ❑ **Browse.** They're not necessarily pro-actively looking for your product, but they might be interacting with blogs, video, or other sites that are "close." By appearing on these sites, you can catch their eye and start a marketing conversation.
 - < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

MARKETING INVENTORY. Next, conduct a media inventory. How important is each media to your marketing strategy based on the discovery paths? *Rate each with -5 being not important at all, 0 being neutral, and 5 being extremely important as a discovery path.*

SEO / Google / Bing searches: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

SEO / other searches (e.g., Yelp, Amazon): < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Local / other searches (e.g., Yelp, G+ Local): < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Review Marketing (e.g., Yelp, Amazon, VRBO): < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Social Media / Social Media in general: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Facebook: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Blogging / Thought Leadership: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

LinkedIn: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Google+: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Yelp: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Twitter: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

YouTube: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Instagram: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Pinterest: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Other: _____: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

Other: _____: < -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >