MODULE 12: PAID ADS, MEASUREMENT AND THE MARKETING PLAN

Your annual marketing plan

Lesson: Writing the annual marketing plan · about 15 minutes

Draft each section of your plan for the next twelve months.

Your business (name, service, main city):

1. Situation: write last year's revenue, bookings, average booking value and top three sources, plus one strength and one gap.

2. Goals: set your revenue goal and work it back to bookings and inquiries by channel, showing the arithmetic.

3. Channels and budget: fill in a table with role, bookings target, cash budget and hours a month for each channel.

4. Calendar: list the big moments for each quarter and the routines that run all year.

5. **Measures and risks: name five quarterly measures, three risks and your response to each.**

6. **Compliance: list the rules your growth could trigger this year, with an owner and a month for each check.**

Check: can you now

- Work backwards from a revenue goal to bookings, inquiries and a channel mix
- Write an eight-section annual marketing plan with a budget and a quarterly calendar
- Build a compliance and review calendar into the plan so it stays current through the year

One change you will make this week