

# CLIMB: Marketing Plan

My business exists \_\_\_\_\_

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**Strengths:**

**Weaknesses:**

**Opportunities:**

**Threats:**

How can we use our strengths to protect us against threats?

How can we turn our weaknesses into opportunities?

The next section is an evaluation form for your current marketing assets. Check whether each asset is in bad, ok, or great shape. Fill in the estimated cost of having it replaced (we provided some suggestions here), and then estimate how likely it is that the investment will pay for itself with new sales (1 being not likely at all and 10 being nearly guaranteed).

	Ouch -it hurts!	It's OK	It's Great!	Cost	ROI (1-10)	Notes
<b>Logo</b>				\$500-5000		
<b>Tagline</b>						
<b>Business Cards</b>				\$250 plus printing costs		
<b>Website</b>				200/mo or \$5000+		
<b>Brochures</b>				\$250 plus printing costs		
<b>Video Assets</b>				\$1500+ per video		
<b>Social Media</b>						
<b>Online Reviews</b>				Review Solicitation for \$90/mo		
<b>Radio Ads</b>				\$750/per ad produced		
<b>Email Marketing</b>						
<b>Print Advertising</b>				Average of about \$250+ for design per ad		
<b>Signage</b>				\$5,000 to \$20,000 for design and installation		

# SMART Goals

## Initiative 1:

Measured by:

Goal:

Deadline:

How will this help our business achieve its mission?

Estimated Cost:

## Initiative 2:

Measured by:

Goal:

Deadline:

How will this help our business achieve its mission?

Estimated Cost:

## Initiative 3:

Measured by:

Goal:

Deadline:

How will this help our business achieve its mission?

Estimated Cost:

## Initiative 4:

Measured by:

Goal:

Deadline:

How will this help our business achieve its mission?

Estimated Cost:

# TACTICS

Write what tactics and what budget will you use on each level of the funnel to get your potential customers from not knowing you to becoming a loyal customer?

