



Your One-Page Marketing Hub

The single page that keeps all your marketing aligned



HOW TO USE THIS TOOL

Complete this page before you start your next marketing campaign.

Review it weekly and use it to check that every marketing activity supports your business goal and priorities. If an activity does not support this page, don't do it.

1

BUSINESS GOAL

What is the single business outcome you want to achieve over the next 90 days?

2

TARGET CUSTOMER



Who are they ?



Where do you find them ?



Why will they buy from you ?

3

KEY MESSAGE

What's the one message you want your target customer to remember?

4

MARKETING PRIORITIES



PRIORITY 1: AWARENESS

What you do to let people hear about you or hear your key message

Top 3 Activities

1.
2.
3.



PRIORITY 2: TRIAL

What you do to let people use or experience your product or service

Top 3 Activities

1.
2.
3.



PRIORITY 3: CONVERSION

What you do to let people purchase, or take action like signup or download

Top 3 Activities

1.
2.
3.



PRIORITY 4: LOYALTY

What you do to let people who bought once return or tell their friends about you.

Top 3 Activities

1.
2.
3.

5

SUCCESS MEASURES

How you will know your marketing is working. Choose up to 3 KPIs for each Priority. See next page for explanation.



Ready to turn this one-page plan into a practical 90 Day marketing roadmap ?

Book the **Practical Marketing Roadmap Session**. We will work together to transform your idea into a practical 90-day marketing plan you can confidently execute, without guessing what to do next.

**BOOK YOUR MARKETING
ROADMAP SESSION NOW**



Guide to Your One-Page Marketing Hub

5

SUCCESS MEASURES

Choose <3 success measures that best match your priorities.

1

BUSINESS GOAL

Your main business objective for the next 90 days. Every marketing activity should help you achieve this goal.

Examples: Increase sales by 20% , Book 4 signups, Generate 100 qualified leads, Reach 50 people with key message.

2

TARGET CUSTOMER

Be specific about who you're trying to reach, where you can reach them, and what motivates them to buy.

E.g. Female. 28-40 with young children 2- 12. Urban, online.

3

KEY MESSAGE

The single message you want every potential customer to remember about your business. E.g. we give premium service at an affordable price.

4

MARKETING PRIORITIES

The three most important marketing objectives that will help you achieve your business goal. List the key activities you'll focus on. Pick one thing only.

If you list a communication activity, don't just say 'post on Facebook', rather say 'use Facebook to communicate that our dogfood has 3 vitamins at an affordable price'.

AWARENESS: MEASURES HOW MANY PEOPLE ARE DISCOVERING YOUR BUSINESS

- Reach - How many people saw your marketing.
- Impressions - How often your content or ads were displayed.
- Website Visitors -How many people visited your website.
- Social Followers - Growth in your audience over time.
- Brand Search Volume - More people are actively looking for your business.

CONVERSION: MEASURES HOW EFFECTIVELY INTEREST BECOMES REVENUE.

- Sales -Number of completed purchases.
- Revenue - Total income generated.
- Conversion Rate - Percentage of prospects who became customers.
- Average Order Value - Average amount spent per purchase.
- Cost per Acquisition (CPA) -Cost to acquire one new customer.

TRIAL : MEASURES WHETHER PEOPLE ARE TAKING A FIRST STEP TOWARD BECOMING CUSTOMERS.

- Leads Generated= New enquiries or prospects captured.
- Email Subscribers - People interested enough to hear more.
- Free Trial / Demo Requests -Prospects wanting to experience your offer.
- Quote or Consultation Requests
Buyers moving into evaluation.
- Sample or First Purchase- Customers testing your product for the first time.

LOYALTY: MEASURES WHETHER CUSTOMERS STAY, BUY AGAIN AND RECOMMEND YOU.

- Repeat Purchase - Customers buying again.
- Customer Retention Rate - Customers staying over time.
- Customer Lifetime Value (CLV) -Total value of a customer relationship.
- Referral Rate - Customers recommending your business.
- Customer Satisfaction - How happy customers are with their experience.

Ready for the next step ?

Congratulations, You've completed your **One-Page Marketing Hub**.

Now turn your 1-Page into a practical **90-Day Marketing Plan** you can confidently execute, without guessing what to do next.

SCAN OR CLICK TO BOOK YOUR MARKETING ROADMAP SESSION >>>



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