



The One-Page Marketing Plan Seminar Series

What to Expect

This six-week program will meet via Zoom on Thursdays from 10:00am-12:30pm starting September 16th. Students should expect to spend at least 1.5 - 2 hours per week, outside of class, working on additional homework.

Over the course of the six weeks you'll be given guidance to build a simple but effective marketing plan to reach and convert customers. We'll start with essential inventory exercises that provide foundational clarity for your eventual plan. We'll then focus on customer development, brand building, budgeting, objective setting, designing strategies and more. We'll focus on feasibility, bandwidth and explore your industry. This will ensure your plan reflects your bandwidth/resources and is achievable.

You'll come out of this seminar with a rock-solid plan to direct your marketing and the intent to see it through.

Who Should Attend

Business owners or relevant staff (those who have the capacity to make marketing decisions) of businesses that have been formally operating for at least a year- or many more.

Prerequisites for applicants:

- Comfortable sharing and discussing their business in class with other participants
- Comfortable using Google Sheets
- Openness to collaborate with and helping other participants in groups
- An open mind and positive attitude
- Selected applicants will be required to read "This is Marketing" by Seth Godin before the seminar begins

Course Overview

Session 1 | September 16, 2021

Description: We'll introduce ourselves and get acquainted with one another. From there we'll review the course, what to expect, what you'll get out of it and logistical housekeeping items. We'll then review marketing planning and begin customer development work.

Agenda:

- Introductions / Course review
- Marketing planning 101
- Intro and begin customer development

Session 2 | September 23, 2021

Description: In this session you'll continue working within the customer development framework to define and target your customer.

Agenda:

- Customer development exercise work
- Review and discuss our target customer
- Identify additional customer development work needed to support planning

Session 3 | September 30, 2021

Description: In this session we'll shift our focus from your customer to your business. You'll be briefed on internal exercises (inventory, SWOT, and more) that will provide you with foundational clarity to build a strong marketing plan.

Agenda:

- Business inventory
- SWOT exercise
- Bandwidth and resource review

Session 4 | October 7, 2021

Description: In this session we'll review the many marketing channels and tactics to consider for your plan. To inspire your planning, you'll be provided with case studies detailing the strategies and tactics used by other businesses.

Agenda:

- Marketing channels
- Strategy
- Tactics

Session 5 | October 14, 2021

Description: In this session you'll be taught the objective first planning framework to use to build your plan. You'll have the second half of the session to start building your plan.

Agenda:

- Review objective first framework
 - Set objectives
 - Define KPIs
 - Design strategy and tactics
 - Execute
 - Measure and optimize
- Build your plan

Session 6 | October 21, 2021

Game time. Each participant will have time to present their marketing plan to the group and will be provided with feedback by the seminar facilitator and their peers.

Agenda

- Participants to present their plan
- Wrap seminar

About the Instructor: Kim Robinson, Jr.

The One-Page Marketing Plan will be facilitated by Kim Robinson, founder of [3pts](#): a marketing resource for self-funded creative small businesses with limited resources. Kim is a marketing professional and coach with over 15 years experience working for corporations and small business entrepreneurs.

