THE 1-PAGE MARKETING PLAN

Get New Customers, Make More Money, And Stand Out From the Crowd

ALLAN DIB

ALLAN DIB is a serial entrepreneur, marketer and technology expert. He is the chief technology officer for a telecommunications company based in Australia where he handles product development. He was the co-founder of Voxcom which was named as one of Australia's fastest growing companies by Business Review Weekly. Allan Dib writes regular columns for online and print publications and is a keynote speaker on technology at business and marketing events. He is a graduate of Monash University, Australia.

The website for this book is at: www.1pmp.com.

The main idea is that the 1-Page Marketing Plan sets out the fastest and most direct path to the money for your business. It describes how you plan to grow through marketing.

The marketing process is nothing more or less than the journey you want to guide your ideal target market through. It always has three distinct phases:

1. **Prospects Phase**
   - Who is your target market?
   - What do you want to say?
   - How will you reach them?

2. **Customers Phase**
   - How will you capture leads?
   - How will you nurture leads?
   - How to convert into sales?

3. **Advocates Phase**
   - How to deliver cust. exper?
   - How to grow lifetime value?
   - How do you get referrals?

What is marketing really? Marketing is the strategy you use to get people in your target market to know you, to like you and ultimately to trust you enough to become a customer and eventually an advocate. All the things you do to achieve those transitions are tactics. If you get your marketing plan down on one piece of paper, everyone will be able to see the big picture and work in.

The Prospects Phase – Attracting the attention of prospects

The Prospects Phase of your marketing plan is all about attracting prospects from your target markets. You do things which make people aware that you exist and that you have products and services which will help them achieve what they're trying to do.

The Customers Phase – Converting prospects into first-time buyers

The Customers Phase is where you take people who have expressed interest and convert them into first-time buyers. You do things which give them confidence and you make attractive offers so they have compelling reasons to buy.

The Advocates Phase – Turning customers into repeat buyers and fans

The Advocates Phase is all about taking your one-time customers and converting them into repeat customers firstly and ultimately advocates for your business. If you can do this, you spark a virtuous cycle where customers keep introducing you to new customers again and again.

"Remember, no one knows how good your products or services are until after the sale. Before they buy, they only know how good your marketing is. Put simply the best marketer wins every time. If you’re serious about business success then now’s the time to take decisive action. It’s time to decide to become a great marketer and transform yourself from a business owner to a marketer who owns a business.”

– Allan Dib
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