

YOUR SIMPLE MARKETING PLAN

BY: CANDICE JACKSON LONG

Master your MARKETING MOVES



The Your Simple Marketing Plan is your secret weapon. This easy-to-follow guide breaks down the five key components of a successful marketing plan.

With this template, you'll have a clear roadmap to reach your goals, maximize your budget, and connect with your ideal customers. Let's get it poppin'!"

It's time to stop
overcomplicating
marketing your
business.

- Candice

OBJECTIVE

This is the heart of your marketing plan. It's where you define what you want to achieve with your marketing efforts. Whether it's increasing brand awareness, boosting sales, or improving customer retention, your objective should be clear, measurable, and aligned with your overall business goals.

- ***Write your plan's objective.***

BUDGET

Your budget is the financial blueprint for your marketing plan. It outlines how much you're willing to spend on your marketing efforts and where that money will go. This includes everything from advertising costs to hiring marketing professionals. Remember, a well-planned budget can help you maximize your resources and achieve your marketing objectives without breaking the bank.

- ***Determine your budget.***



TARGET AUDIENCE

Knowing who your customers are is crucial to the success of your marketing plan. Your target audience section should detail the demographics, psychographics, and behaviors of your ideal customer. The more you understand about your audience, the better you can tailor your marketing efforts to meet their needs and interests.

- ***Indicate your target audience. Be specific.***

CHANNELS

This is where you decide where to reach your target audience. Whether it's through social media, email marketing, content marketing, or traditional advertising, your channels should be chosen based on where your audience spends their time. Remember, the goal is to meet your audience where they are, not where you want them to be.

- ***List the channels you will use. E.g. Social media, Ads, Events...***

METRICS

Last but not least, metrics are how you measure the success of your marketing plan. They should be tied directly to your objectives and provide a clear indication of whether or not your marketing efforts are working. This could be anything from website traffic to sales conversions. Remember, what gets measured gets managed.

- ***List the metrics you will track. E.g. Click thru rates, email open rates, etc.***

CANDICE JACKSON LONG

CEO of CJL Consulting Group a marketing firm that helps experts with service based businesses become the first choice, not just another option, using a brand strategy that boosts revenue, expands reach, and makes a bigger impact.

With 10+ years experience leading brands in various sectors such as education, luxury air charter, nonprofit, Candice has a passion for helping black led businesses scale.

Based in New Jersey, Candice partners with clients across the globe to showcase their unique value in the marketplace. As a speaker, Candice shares her expertise with organizations and entrepreneurs through presentations and facilitated workshops.

An avid traveler, Candice enjoys time with her husband and grown son.

There are 2 ways we can help you build a brand that dominates your market:

- *Schedule your Brand Blueprint Call. During the call, we will uncover the opportunities to position your brand differently in the marketplace.*
- *Attend the next Uncover Your Unique Brand Masterclass.*

BOOK A CALL NOW



www.candicejacksonlong.com 

[@candicejacksonlong](https://www.instagram.com/candicejacksonlong) 

candice@candicejacksonlong.com 

Candice Jackson Long 

Candice Jackson Long 

(609) 474-6396 