

How to Create a Marketing Plan

OkDork.com

1 Pick Your Objective ☐

Set a realistic, but challenging goal. Pick your objective and add a number next to it.

“Start with the destination and then planning the route there is much easier.”

2 Figure Out Your Multiple ☐

Do the math. With your goal in mind, work backwards to a daily goal that will help you achieve it.

If you already have data, look at what percentage of growth you need. If you're starting out, you may have to adjust your goal based on how fast (or slow) you start out.

3 Budget for Your Traffic ☐

To increase your number of email subscribers (or buyers, etc...) there are two major options:

Option A) Increase your conversion rate

Option B) Drive more traffic to your site

4 Quant Based Marketing (qbm) ☐

A) For QBM to improve your conversion rate list out EVERY single idea you can have to increase it.

1- Add an email pop-over

2- Create an ebook for free that people have to give email to download

3- Turn your homepage into an email collect, feel free to use the same one I do. [Grab it here.](#)

4- Optimize your site for the mobile experience

- 5- Add more email collection boxes throughout your site
- 6- Add an email collect on your social media accounts
- 7- Link to your email on Youtube videos/descriptions/ annotations

B) For Traffic Increase list out EVERY single idea to bring in more traffic to your site.

- 1- More guest posts
 - 2- Increase advertising on Reddit
 - 3- Do a podcast
 - 4- Grow your Instagram presence
 - 5- Post articles (old and new) on Social Media
-

5 Get Off Your Ass

☐

Spend 80% of your time on the one marketing activity that is driving you towards your goal.

Use the other 20% of your time finding/experimenting with new methods.

6 Daily Targets and Weekly Reviews

☐

A) Setup a daily target to know what you have to aim for. If you're below it you know you need to find ways to improve.

B) Every week you should be reviewing / updating your quant based marketing to see the results from your efforts. Then you can continue more of what's working and eliminate the ineffective activities.

7 Defining your customer

☐

You need to spend time working backwards to define:

A) WHO your customer is

B) WHERE your customer is



Overall marketing is easy if people want what you are offering. Chances are what you are offering (or how you are selling it) is not what people want. It's something I've cover extensively in Monthly1k.com.

If email growth is not your main focus, there's still a lot to learn. The real takeaway when creating your plan is to have A specific goal that drives your business forward.

Remember, be patient. With a plan, spreadsheets, and weekly reviews you'll be better prepared to see where you came from and how to do more of what works.
