

Marketing Plan

Business Basics

- Develop your brand identity
- Write out your mission, vision, and company goals
- Decide on your brand name
- Design your logo
- Learn who your competitors are and what your advantage in the market is
- Research how to target your ideal audience and strategise your business plan

Online Presence

- Purchase a domain
- Create an informational website page
- Add descriptions of your service and explain who you are as a brand
- Organise a photoshoot
- Pick the best ones and publish
- Add demo videos to your website
- Create a google account and set up a Google Business Profile with information and pictures

Social Media and Marketing

- Set up social media accounts on the platforms that will target your audience best.
- If using Facebook, explore Facebook Business Manager and begin posting
- If using YouTube or TikTok, record footage on the job and edit content to upload
- If using Instagram, take pictures, post them, and run ads.
- Try email marketing

Offline Presence

- Promote your service locally through company directories
- Hand out fliers or business cards to share awareness
- Start small by offering your service to family and friends and see how the connections can grow from there
- Review signage and merchandise to make sure it aligns with your brand

Once these 4 steps are complete, you can then move on to:

- ① Taking in your first round of customers
- ② Building trust and loyalty with them
- ③ Offering exceptional service
- ④ Growing your "word of mouth" recommendations by asking previous customers to advocate for you and write google reviews.

