



MARKETING PLAN

MacInnis Marketing offers an interactive consultative package for small business owners who want a practical plan to attract ideal customers to their business in a continual stream. This Package includes a Marketing workshop, Research and Strategy and a **1 Page Marketing Plan**.

MARKETING WORKSHOP

In this Marketing Workshop we get together and discuss the goals of your small business and develop a map of where you are and where you need to be to grow your small business strategically. This can be held as a virtual workshop or face to face at your office or offsite.



RESEARCH AND STRATEGY

Based on our initial Marketing Session we develop a list of gaps and questions we need to answer. This usually involves us doing some research to find out the answers to key questions so we can build a solid marketing strategy. Identifying your key customers needs, your value proposition and the best way to market is the outcome of this section.



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We then develop a 6 to 12 month Active Marketing Plan that outlines the specific tactics we need to employ to achieve the goals we have identified for your small business. This plan covers timing, budget, owner and categories. We can then assist with this implementation or work with you to identify the right resource.



Delivery 4-8 weeks depending on the level of research required.

Cost estimate \$1500+GST*

* Price can vary depending on research component.