





Guerrilla Marketing

Michael Tasner



AGENDA

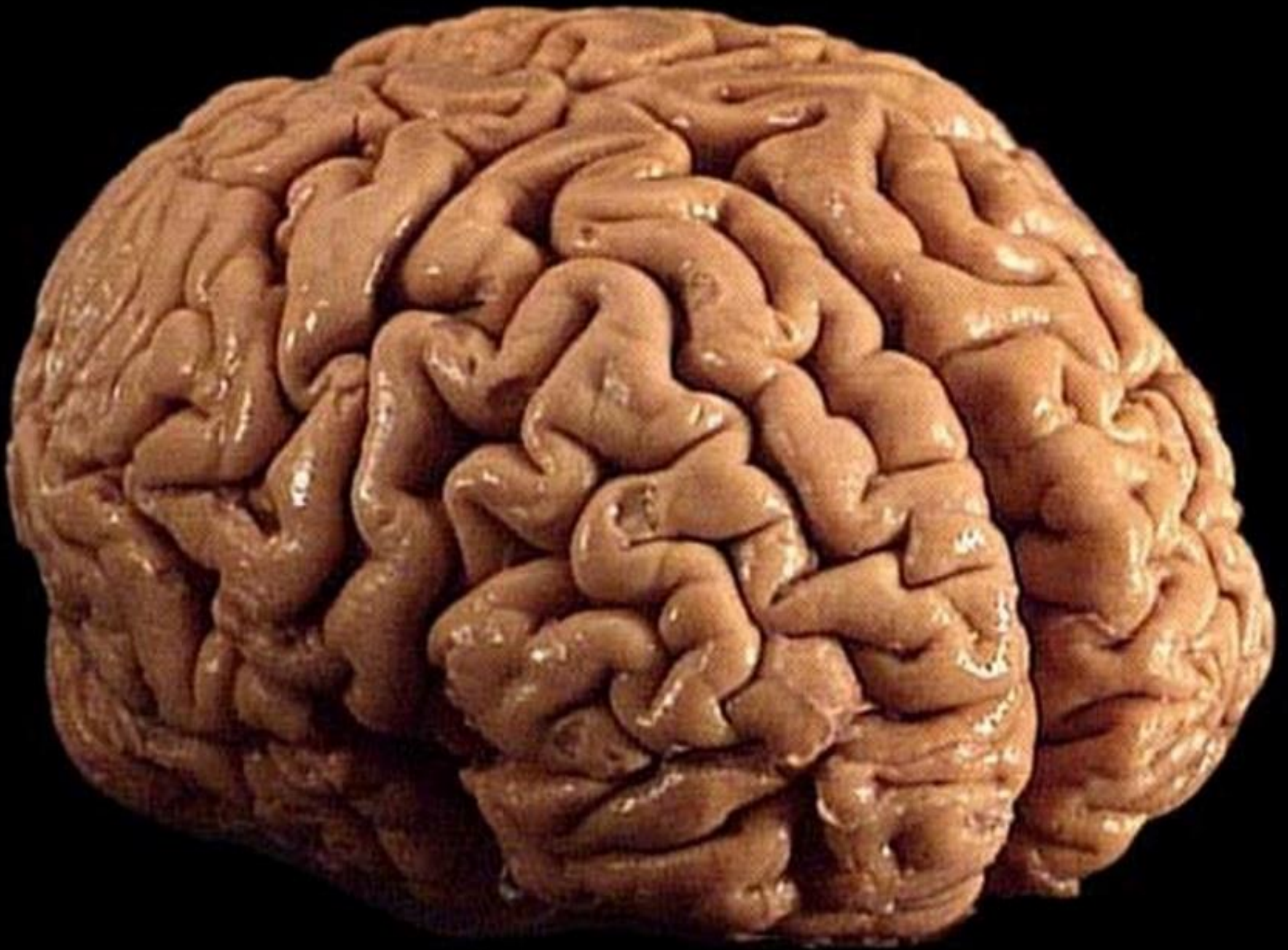
- Audit where you are at
- 6 Sentence Marketing Plan
- 13 Month Calendar

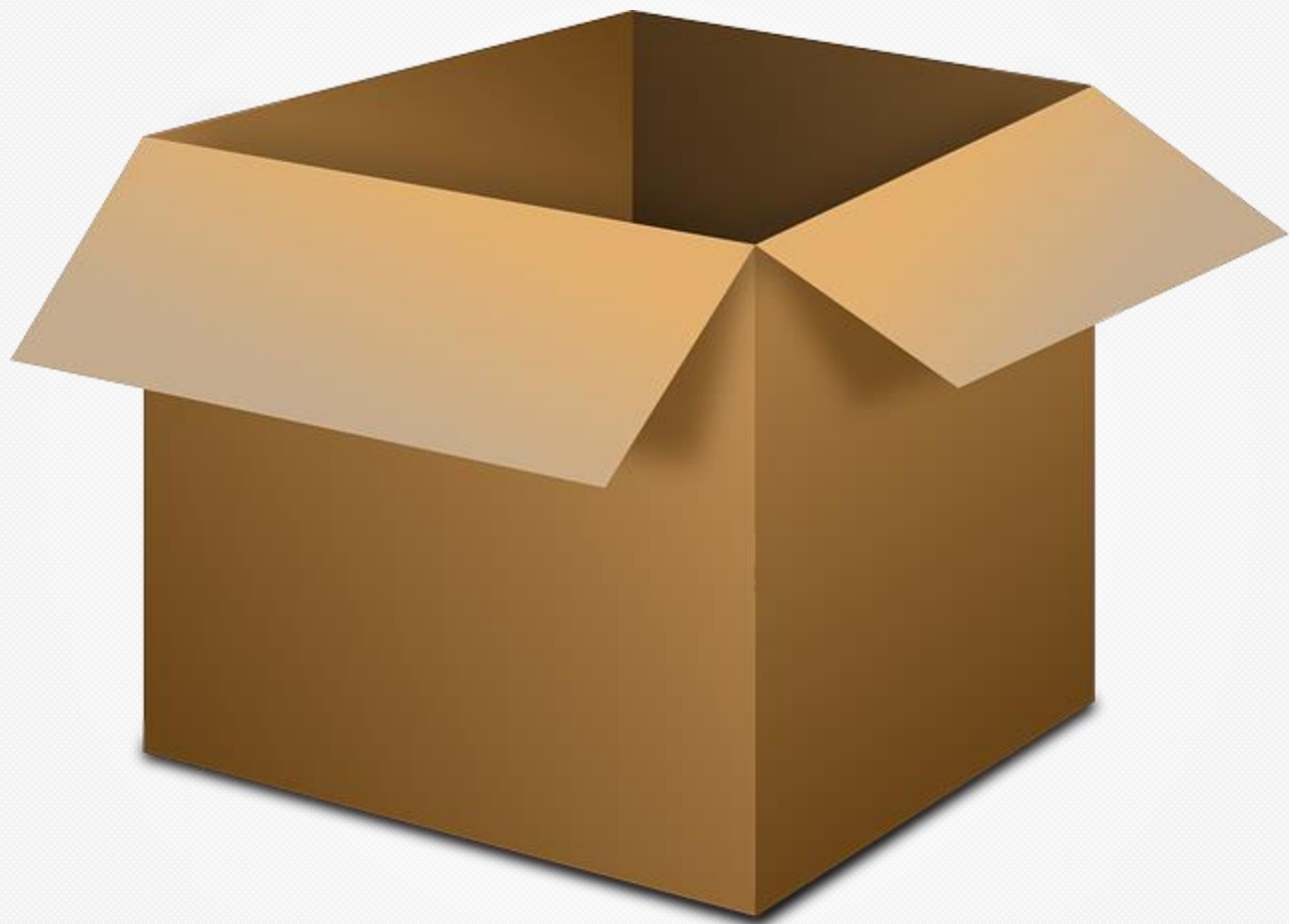
GUERRILLA MARKETING

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STEP 1: GETTING REAL

- 360 Review
- SWOT Analysis of everything (online and off)

What's working

What's not working

Areas to explore

Roadblocks

Action Steps:

STEP 1B: WHAT DO YOU *REALLY* WANT?

- Awareness
- Sales
- Leads
- Engagement

The best
marketing plans
fit on one sheet
of paper.



SIX SENTENCE MARKETING PLAN

SIX SENTENCE PLAN #1

What do you want your prospects to do first?

SIX SENTENCE PLAN #1

Visit the web site

SIX SENTENCE PLAN #2

Who are you trying to reach?

SIX SENTENCE PLAN #2

Women ages 25-45 that
live in the United States
with income between
\$100,000-\$200,000/year

SIX SENTENCE PLAN #3

Why are you better?

SIX SENTENCE PLAN #3

Because we are ranked
better than everyone else
(travel weekly)

SIX SENTENCE PLAN #4

What tactics are you going to use to get the word out?

SIX SENTENCE PLAN #4

- Web site
- Social Media (list platforms)
- Social Ads
- Re-marketing

SIX SENTENCE PLAN #5

If your prospects could only remember one thing about you/your business what would it be?

SIX SENTENCE PLAN #5

We will make sure you say
WOW!

SIX SENTENCE PLAN #6

How much are you willing
to invest each month in
marketing?

SIX SENTENCE PLAN #6

8% of projected Gross
Sales

13 MONTH CALENDAR

Dates on left column

13 MONTH CALENDAR

Focus

13 MONTH CALENDAR

Tactic

13 MONTH CALENDAR

DRI

13 MONTH CALENDAR

Tracking

13 MONTH CALENDAR

Investment

13 MONTH CALENDAR

Target, Min, Game
Changer

13 MONTH CALENDAR

Notes

13 MONTH CALENDAR

Score

SEMI-FAMOUS PREDICTIONS

- Augmented Reality
- Podcasting explosion
- Culture / Customer Service focus
- Mobile everything
- Facebook implosion

CONTACT INFO:

Michael@nojokemarketing.com

