

Marketing Mix—Choosing the Right Pieces—Overview

	Marketing Phase 1 Research and Discovery Visibility, Awareness, Interest Know, Like, Trust	Marketing Phase 2 Consideration and Purchase Education to First Sale Try, Decide, Buy	Marketing Phase 3 Repeat Sales & Referrals Follow Up, New Offers, Reviews Expand Customer Connection and Facilitate Advocacy
Pre COVID January 1 March 17	Primary Marketing Channels: Primary Activities: New Contacts Added:	Primary Marketing Channels: Total Interactions: Total New Sales:	Primary Marketing Channels: Total Repeat Sales: Reviews Added/Avg. Rating:
March 18th Stay at Home Through Today	Disrupted Marketing Channels: New Channels/Activities Added: New Contacts Added:	Disrupted Marketing Channels: New Channels/Activities Added: Total Interactions: Total New Sales:	Disrupted Marketing Channels: New Channels/Activities Added: Total Repeat Sales: Reviews Added/Avg. Rating:
Next Six Months	Anticipated Channels: Anticipated Activities: Monthly New Contacts Goal:	Anticipated Channels: Anticipated Activities: Monthly New Sales Goal:	Anticipated Channels: Anticipated Activities: Monthly Repeat Sales Goal: Monthly New Reviews Target:

Marketing Plan **RECOVERY**



Marketing Plan **RECOVERY**— Series Learning Goals

Session 1: Marketing Mix—Choosing the Right Pieces
Presenters: Craig McBreen and Franklin Taggart

I'd like to learn more about:

My questions for the presenters:

Session 2: Digital Basics
Presenter: Greg Moore

I'd like to learn more about:

My questions for the presenter:

Session 3: Website Design & Flow, E-commerce, SEO
Presenter: Tracey Devlin

I'd like to learn more about:

My questions for the presenter:

Session 4: Social Media Platforms and Strategy
Presenter: Amy Alcorn

I'd like to learn more about:

My questions for the presenter:

Session 5: Email Marketing for Lead Generation
Presenter: Kat Rico

I'd like to learn more about:

My questions for the presenter:

My Next Step:

Schedule Appointment(s) with:

- ☐ Craig McBreen
- ☐ Franklin Taggart
- ☐ Greg Moore
- ☐ Tracey Devlin
- ☐ Amy Alcorn
- ☐ Kat Rico

More info and scheduling at:

LarimerSBDC.org

LovelandBusiness.com

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