

# THE 30-MINUTE MARKETING PLANNER



## 1 YOUR TARGET customer

**DEMOGRAPHICS**  
age, gender, income, education

**LOCATION**  
where can you find him/her?

**MOST PASSIONATE ABOUT**  
what are their key motivators?

**WORLDVIEW**  
what do they believe?

**FELT NEEDS/PROBLEMS**  
what needs can you help with?

**IMPACT ON THEIR LIFE**  
why does it matter to them?

## 2 attract ATTENTION

- FACEBOOK
- LINKEDIN
- GOOGLE SEARCH
- OFFLINE
- INSTAGRAM
- OTHER SOCIAL
- GOOGLE DISPLAY
- OTHER



**IMAGE IDEA**  
what image would best grab the target customer's attention?

HEADLINE

SUPPORTING TEXT

**NEXT STEP**  
what will you ask them to do next? if there's a button, what will it say?

## 4 capture LEADS

**WHAT IS THE NEXT STEP?**  
This is where you invite them to take the next step. What will you invite them to do?

**IDEA STARTERS THAT WORK...**  
REGISTER, CONNECT, SCHEDULE, DOWNLOAD, REQUEST, APPLY, SAVE  
ENROLL, GET ACCESS, UNLOCK, ORDER, ASK, INQUIRE, BUILD, CUSTOMIZE

## 3 engage VISITORS

- VIDEO
- LANDING PAGE
- ENTERTAINING
- OFFLINE
- BLOG POST
- EDUCATIONAL
- INSPIRATIONAL
- OTHER

**HOW WILL YOU ENGAGE THEM?**  
What value will you deliver when they land on your website?

Keep it aligned with the customer and his/her needs. Deliver on the promise that got his/her attention.

Outline your ideas for some engaging content here.

**checklist:**  Is it focused on the needs of your target customer? (box 1)  Do the next steps (box 3 & 4) align with the attract attention step (box 2)?  Is the next step simple? What's the benefit to them?