

Creating an Online Marketing Plan

WORKSHEET

Name: _____ Date: _____

The purpose of this worksheet is to assist in determine your online marketing goals and to develop a specific plan of action that works within your available time.

Step 1: Time allotment

Decide how much time you want to invest **each** day (Monday-Friday). _____ minutes
 Do you have any extra time to spend on weekends? _____ minutes

Step 2: Choose your goals

Review the following list and prioritize from 1-8. If you aren't interested in one of these goals, put a zero next to that item.

- _____ a. Generate leads for business (probably the #1 reason)
- _____ b. Learn what others are doing in your industry
- _____ c. Generate PR for your company
- _____ d. Connect and interact with customers
- _____ e. Share information to establish your expertise
- _____ f. Generate SEO (search engine optimization) links for your website
- _____ g. Bring traffic to your website and/or blog
- _____ h. Just to see what it's all about

Step 3: Choose your marketing avenues

Based on the goals you chose as #1 and #2 above, determine suggested outlets for online marketing.

Outlet	a	b	c	d	e	f	g	h
Twitter	x	x	x	x			x	x
Facebook	x			x				x
Linked In Groups	x		x		x			x
Build LinkedIn connections	x							
Industry message board	x	x			x	x		
Your own blog			x	x				
Guest blogging	x		x		x			
Read other blogs		x						x
Comment on other blogs						x	x	
Create and distribute articles			x		x		x	

Utilize bookmarking sites to distribute content			X					
Use Hubpages or Squidoo						X		
Write press releases and distribute to free PR sites.			X			X		
Online Business Directories						X	X	
Free Webinars	X		X		X		X	

Step 4: Select 2 outlets to start with

#1: _____ #2: _____

Use the following chart to assist in choosing your outlets. Keep in mind the time you have said you would allot to online marketing so you can choose outlets that work within that timeframe.

Outlet	< 15 minutes	15-30 minutes	30-60 minutes	1-2 hours	> 2 hours
Twitter	X	X			
Facebook	X	X			
Linked In Groups		X	X		
Build LinkedIn connections	X	X			
Industry message board	X	X			
Your own blog			X	X	X
Guest blogging			X	X	X
Read other blogs	X	X	X		
Comment on other blogs	X	X	X		
Create and distribute articles			X	X	X
Utilize bookmarking sites to distribute content	X	X			
Use Hubpages or Squidoo			X	X	
Write press releases and distribute to free PR sites.			X	X	X
Online Business Directories		X	X	X	X
Free Webinars			X	X	X

Step 5: Calendar in your tasks

Using the above information, create a list of tasks and write them into your daily calendar. Treat them like a real meeting so that you follow through. With consistent action, you will see results in 2-3 months.