



BUSINESS PLAN WORKSHEET

MARKETING METHODS

WESST

THE PLACE TO START &
GROW YOUR BUSINESS

The following options are common methods that businesses use to reach their customers, existing and new. Use this worksheet to consider the methods that will work for you. Then explain your decisions in detail in the Marketing Section of the Business Plan.

Flyers

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Grand Opening Celebration

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Direct Mail

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Coupons

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Press Release With Local Newspaper

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Radio Advertisement/Talk Shows

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Newspaper Advertisement

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

Television Advertisement

To Whom: _____
Where: _____
When: _____
Frequency: _____
Cost: _____

MORE MARKETING METHODS

Website

To Whom: _____

Where: _____

When: _____

Frequency: _____

Cost: _____

Newsletters, Bulletins (churches, schools, neighborhood associations, etc.)

To Whom: _____

Where: _____

When: _____

Frequency: _____

Cost: _____

Surveys

To Whom: _____

Where: _____

When: _____

Frequency: _____

Cost: _____

Collaborative Marketing

Often, if you are using as part of your business, which are brand names, you can approach those companies to share in the cost of your advertising. For instance, if you are a hair salon that will be selling certain brand name products, often the makers of those products have funds available to share in your advertising costs.

To Whom: _____

Where: _____

When: _____

Frequency: _____

Cost: _____

Word of Mouth or Referral

This is often the least expensive and most effective way to get new business. There are ways that you can encourage satisfied customers to refer new business to you. For example, you can offer a discount to an existing customer for referring a new customer.

To Whom: _____

Where: _____

When: _____

Frequency: _____

Cost: _____