

Online Marketing Planning Worksheet

What's your Brand Voice?

This will define your communications across the board, from social media, to the website, to email marketing, to text marketing.

Circle/highlight all that apply:

Cheeky Formal Friendly Warm Detached Passionate Authentic Casual Proper

Other words:

Define Your Audience(s) & Where/How You Communicate With Them

Core Customers (Who spends the most money with you?)

This is probably your standard 40-65 year old, skews female, homeowner audience.

Age range: _____

Hobbies (beyond gardening, such as grilling, exercise, art): _____

Most responsive to/ON: TEXT EMAIL FACEBOOK INSTAGRAM PHONE

Top product(s)/ categories purchased (such as houseplants, tropicals, shrubs):

What's working with them?

Which events, communication, etc. is currently working well with them. What's not so you can stop doing it? (You'll use this info later.)



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New Potential Customers (Who is it realistic to reach?)

There's a whole wide world out there! New potential audiences:

- Grow your own food newbies and fanatics
- Houseplant fanatics
- Apartment dwellers

Plant/ Category Focus (Such as DIY workshops, houseplant fanatics, edibles) _____

Age range: _____

Hobbies (beyond gardening, such as grilling, exercise, art): _____

Most responsive to/ON: TEXT EMAIL FACEBOOK INSTAGRAM PHONE

Top product(s)/ categories purchased (such as houseplants, tropicals, shrubs):

Which events, communication, etc. do you see working well with this audience for other places? (You'll use this info later.)

Copy & Repeat!



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Key Staff Members

It's possible that one person will fill all of these roles or possible that someone already on staff can integrate these responsibilities into their existing jobs. If you don't have someone on staff to fill a particular spot, post your job on [UpWork.com](https://www.upwork.com).

Social Media Manager _____

Email Marketing Manager _____

Text Message Manager _____

Website Manager _____

Graphic Designer _____

Tech and Equipment Checklist

Graphics

Design Program: [Canva.com](https://www.canva.com) is a great free option

Email Marketing

[MailChimp](https://mailchimp.com) and [Klaviyo](https://www.klaviyo.com) are two popular choices

Social Media Scheduling

[Later](https://later.com), [Tailwind](https://www.tailwind.com), [Hootsuite](https://hootsuite.com) will help you schedule in batches

Marketing Integration

Most SaaS (Software as a Service) integrates with other software, but if there isn't a collection, use Zapier to connect programs.



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Powerhouse Initiatives & Marketing Support

Initiatives don't have to be "events." They can be new product launches like edibles kits, terrarium kits, or they could be programs to engage new or existing audiences.

For each initiative, outline how you'll use (or not use) online marketing initiatives to publicize. There's a blank example below, and then one somewhat filled out.

Initiative: Houseplant Parent Group

Goals:

- Sell more houseplants throughout the year
- Gain social media support from followers
 - Tagged instastories that can be shared to company story feed
 - Photos posted on instagram and tagged
- Grow contact/list of houseplant enthusiasts

Marketing Support:

- **Email:** Monthly e-news to targeted group, weekly plant highlight, invite new members to group via general email marketing 1x every other month
- **Instagram: (Dedicated account for houseplant fanatics?)** 5x week insta- stories & feed posts
 - Highlight customer stories
 - Plant care tips
 - Ooohh ahhhh instastories
- **Facebook:** Cross- post feed posts to Facebook with schedule
- **Text:** Houseplant help line via Instaply
- **Website:** Landing page for houseplant group materials (how to join facebook, incentives for sharing insta stories, etc.), Plant care info and/or links updated 1x per month



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TEMPLATE

Initiative: _____

Goals:

Marketing Support:

- Email:
- Instagram:
- Facebook:
- Text:
- Website:



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