

# 3-MONTH MARKETING PLAN FOR SMALL BUSINESS OWNERS TEMPLATE

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## INTRODUCTION

Hello! Welcome to your marketing plan. As a small business owner or employee, we understand that these times are challenging for you and all of us. In the midst of it all, it can feel very intimidating to sit down and “create” something. However, from all of us at Uptown Studios, we want you to know we are here to help!

This 3-month marketing campaign is designed to help small businesses like yours. Here, you will find a fill-in-the-blank marketing plan. A marketing plan is typically used to direct a campaign over a specific period of time. This plan will be most helpful to you if it is specific and time-bound. Just because it is called a “campaign” does not mean it needs to primarily take place on social media, however, this strategy does include social media, your website, and a few other digital assets. Don't be afraid if you've never created one before! Since we aren't there to help you in person, we have added an explanation to detail what each section is and how they relate to each other. We have also linked to many articles to help aid in your understanding of each concept.

If you do run into any issues? [Holler at us!](#) We are always only an email away.

Okay, ready?

Let's get into it.

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## CAMPAIGN GOAL

When you want to create a marketing campaign, you first need a goal. Your goal needs to be a high level, one-sentence statement. To create the best goal, make sure your goal is SMART:

- + **S**pecific
- + **M**easurable
- + **A**chievable
- + **R**elevant
- + **T**ime-bound

*EXAMPLE: Increase the use of your service and offerings while also keeping your audience engaged and positioning intact over a three-month campaign.*

Your campaign goal for this strategy is to:

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## CAMPAIGN OBJECTIVES

Now that you have your goal, working with three to five specific objectives that align with your campaign goal will begin to help you break down how to accomplish what you set out to achieve. Each objective also needs to be SMART. Do your best to limit it to three to five objectives. More than five and you will likely bite off more than you can chew or begin to create something conflicting or repetitive.

*EXAMPLE: Raise brand loyalty by 10% in three months.*

For the purposes of this campaign, your objectives are:

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## CAMPAIGN STRATEGIES

Lastly, your strategies support your campaign objectives. These are how you will “actionably” begin to address your objectives. While these are very similar to your objectives, they go even deeper. Each strategy that you create will should align with each objective that you created above.

*EXAMPLE: Develop a social media campaign to increase the level of brand awareness through messaging around your services and offerings, your new way of doing business, and any precautions you are taking against COVID-19.*

For the purposes of this campaign, your strategies are:



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## MEDIA PLAN

To help you achieve your campaign objectives and strategies, you need a media plan. A professionally created marketing strategy includes separate owned, earned, and paid media plans. But, to simplify this plan, you are only going to create an owned media plan.

### OWNED MEDIA

Owned Media are the media outlets you “own.” This is usually things like all of your social media channels, your website, your blog, and if applicable, things like a podcast, newsletter, or forum. The following plan will detail specific strategies of how you can use the media you already own to address your campaign objectives. Each strategy will be listed with detailed tactics and a rationale. Think of the tactics as your “to-do” of each strategy. The rationale is basically just the reason why you should do something and the effect you are looking to create by working with that strategy.

## ORGANIC SOCIAL MEDIA

Organic social media helps build a community of loyal followers and customers by posting relevant content and interacting with those who are already interacting with your brand. Here, "organic" just means any actions taken on social media that don't have money behind them. So, this plan will not include paid social media ads.

Strategies	Tactic	Rationale
<p><i>For example:</i>            Create a consistently branded social media campaign highlighting services, how you've been impacted by COVID-19, and how you're moving forward.            Design the ads to have something consistent in each ad. Use the same colors and fonts, use the same filter if it is a photo. This will help brand your campaign.</p>	<p><i>Social media content calendar and management for two of the below channels:</i></p> <ul style="list-style-type: none"> <li>+ Facebook</li> <li>+ Instagram</li> <li>+ Twitter</li> <li>+ LinkedIn</li> </ul> <p><i>Posts will include:</i></p> <ul style="list-style-type: none"> <li>+ Emotional messaging</li> <li>+ Branded graphics</li> <li>+ Industry news and articles</li> </ul>	<p><i>Being active on social media keeps you top-of-mind, reaches your audience where they are, at their fingertips, and provides an easy opportunity for them to engage with you.</i></p>

## BLOGS

Blogs give organizations a platform to create and share their story in their voice, and from their unique perspective.

Strategies	Tactic	Rationale

## WEBSITE

Websites help establish credibility and are often the first impression people have of your brand. Now, with all eyes online, it's more important than ever to ensure your website is up to date.

<b>Strategies</b>	<b>Tactic</b>	<b>Rationale</b>

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## CONCLUSION

Armed with a plan, sometimes it can still feel a little difficult to actually *get going*. Don't stress! We've detailed exactly how you can begin in the plan above. Start with the strategies, brainstorm how you can apply each tactic to your own marketing, and just begin. Feel free to alter this plan as you'd like, just keep in mind the overall structure of each objective, and don't forget to consult this plan's original goal before you accidentally bite off more than you can chew. This plan will help you stand above the crowd and create brand loyalty during this unprecedented time. And! If you need a little extra help, [don't hesitate to give us a holler!](#)

## NEXT STEPS

To help you complete each tactic, start with these resources below.

To get started, we suggest you download and complete the following:

- + Download this [Brand Message Architecture Template](#) to help you clarify your brand's voice and message
- + Download and complete this [3-month Content Calendar](#) to help you kick-start your social media
- + Check out this [Google Grants Management](#) how-to
- + Scroll through the [other resources we have available on our website](#)
- + Watch our [Monday morning Facebook LIVE](#) special
- + Watch [Uptown Lowdowns](#) for more marketing tips

We hope this plan was helpful and insightful. If you get stuck and want a little extra help, we'd be happy to jump in and create it for you! After all, it's what we do.

**We are here to help! Send any comments, questions, or feedback to [Tina@uptownstudios.net](mailto:Tina@uptownstudios.net).**



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