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# SNAPSHOT BUSINESS PLANNING

Creating a Solid Foundation



## Module 5: Your Marketing



...getting your business in the next best

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### Last Module



-  Contribution of products
-  Contribution of services
-  Importance of market research



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### Assignment: Product & Service Analysis



- Follow steps on your worksheet
- Determine which products contribute the most (and least)
- Determine which services contribute the most (and least)
- Create a plan to optimize products and services



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## Today's Module: Your Marketing

- › What marketing is (and isn't)
- › Your marketing plan
- › Understanding ROI



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## #1: What Marketing Is (and Isn't)

**Marketing is**

- Important to Success
- More than b-cards & a website
- An Investment
- Something to be seriously considered



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## #2: Marketing Plan



- Where your marketing dollars are going
- Which marketing avenues are working
- Sample marketing plan at: [www.McLeanInternational.com/AnnualMarketingPlan](http://www.McLeanInternational.com/AnnualMarketingPlan)
- A 10,000 foot view



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### #3: Return on Investment



Revenue above & beyond investment

Identifying marketing avenues that have highest ROI is key



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### Module 5 Summary



-  What marketing is (and isn't)
-  Your marketing plan
-  Understanding ROI



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### Course Review



- Module 1:** *Your Vision & Values*
- Module 2:** *Your Mission*
- Module 3:** *Your Financials*
- Module 4:** *Your Products & Services*
- Module 5:** *Your Marketing*



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### Progress You've Made

Think about where your business was when you started this eCourse

Review the vision & values with all you know now

How is your vision of your business different today?

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### Next Steps

Review/update each of the assignments in light of what you know now

Treat each assignment as a project

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### Additional Opportunities

**Snapshot Business Planning eCourse 2**  
Teams, Systems, Customer Retention, Technology

**VIP Planning Days and Our Live Events**  
Tailored to your specific needs

**One-on-One Coaching & Mastermind Groups**

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### Connect with Us



www.McLeanInternational.com  
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### Final Thoughts



Final Thoughts



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