

ONE PAGE ONLINE ACTION PLAN

COMPANY _____

PRODUCT/SERVICE _____

WHO	Describe the target audience	Primary:	Secondary:
WHAT	Problems you solve for this buyer? Why are they buying from you? Actions you'd like them to take: Purchase Enquire Connect Download		
WHY	How is your solution unique? Why do Customers buy from your competitors? Proof Guarantees, testimonials, press etc		
WHERE	Where have you been communicating with your audience in the past? Keyword phrase? What buyers type into Google? Marketing tactics & Content Strategy Blog, Twitter, Youtube, email newsletter, Google Ads, e-books, Facebook, podcasts, etc		
HOW	What is your brand personality? What is your brand promise? What is your slogan? What is your creative theme?		

WHEN	Things to do today:	SCORECARD	Goal	Result
	... next week:		No. of Purchases:	
	... next month:		No. of Enquires:	
	... next year:		No. of Connections:	
			No. of Downloads:	

