



Favors Marketing Lessons

Pre-Marketing Plan Checklist

Learning Objectives

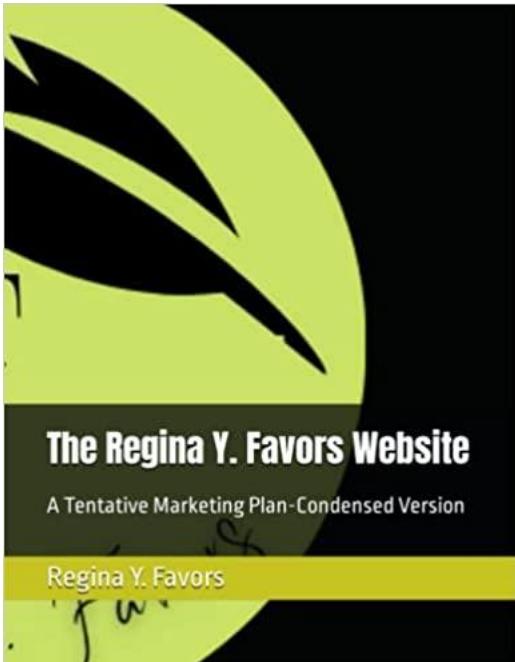
By the end of this marketing lesson, you will be able to do the following:

- Research sample logos with branding message.
- Outline a sample logo for your business (if applicable).
- Review your logo for its branding message.
- Complete the pre-marketing plan checklist downloadable document.

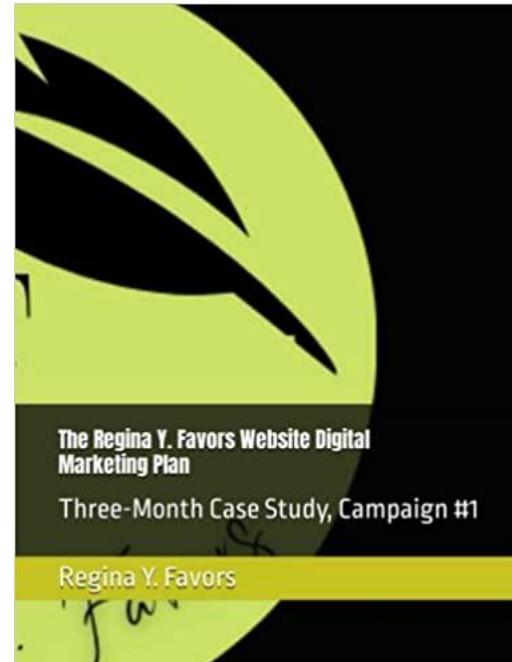


Learning Resources

Tentative Marketing Plan



Digital Marketing Plan, Ad Campaign #1





Overview

- Concept introduction.
- Concept exploration.
- Concept application.
- Pic Source: [Dreamstime](#)

What is the Pre-Marketing Plan Checklist?

The Favors Pre-Marketing Plan Checklist is a guided document that helps you to consider the important questions related to adopting a digital marketing plan for your product and/or small business.

You are not expected to answer all the questions, but you are expected to understand what all goes into the pre-planning phase(s) of creating a tentative marketing plan and then subsequently a finalized marketing plan.

Pic Source: [Draft.dev](https://draft.dev/)



Sample Marketing Goals

- Build brand awareness.
- Drive traffic to website.
- Create targeted online consumer base.
- Create a buyer's persona.
- Create customers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.



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Organization

1

The tasks within the downloadable Pre-Marketing Plan Checklist follow a simple structure:

- Review
- Watch
- Complete

2

If you follow the organization, you will be able to navigate the downloadable document successfully. Download the worksheet for more information.

This lecture explores the Review tasks individually and offers questions for consideration.

Task #1: Research

Considering the
Logo + Message

Review



Research sample logos.



You may choose a commercial brand or a small business logo.



What message is evoked from reviewing the logo?



You may consider reviewing also the company's mission statement.

Questions

Do you have a logo?

Have you established the promise connected to the logo?

Do you know your marketing goals?

Have you created a marketing strategy?

Do you have a marketing plan?

Task #2: Designing the Marketing Strategy

Know Your Market

Review

Research your market.

Choose any brand similarly to the market you desire to serve.

Consider the specializations of the market.

Are there any gaps in your knowledge base about this market? How will you close those gaps?

Determine if you will need a specialization for the market you want to enter.

Questions

Do you know your market?

Do you know what marketing engines mean?

Do you know your marketing tools and resources?

Have you considered one or more marketing strategies?

Do you have a marketing budget?

Task #3: Tentative Marketing Plan

Outline

Review

Research sample marketing plans by conducting a keyword search.

Print at least one of those samples and review the standard subheadings connected to that marketing plan.

For your brand or small business, you will need to tailor some of the subheadings so that they make sense for your marketing goals.

Keep in mind that you will need to know your mission statement, or this can be the time for you to draft one based on your business goals.

Regardless, you must know your business to market your business.

Questions



Task #4: SMART

Define your business
goals.

Review

- Research sample business goals and/or business initiatives.
- Typically, if you download the annual report from a major company's website by visiting the "Investors" tab, you will be able to review what business goals and initiatives are from that company's advertising position and how you might draft your own based on your company's mission.
- Make a habit of reviewing the annual reports of companies that interest you and that fall within your industry's limits.
- Review also their mission statements because certain statements provide insight for how they utilize business goals to push the company forward.
- Just remember that a clear business goal informs a marketing goal.

Questions



What is your business goal?



What is your marketing goal?



What is your **Specific**?



What is your **Measurable**?



What is your **Actionable**?



What is your **Relevant**?



What is your **Time bound**?

Task #5: Pre-Event Planning Questionnaire

Plan your event.

Review

Research one book and/or conference event that you desire to attend for exhibitor purposes.

Decide whether attendance is financially feasible.

In addition, research sample event plans to get an understanding of the importance of planning the event.

Conduct a Google search to access a “sample event plan.”

Review any contracts the book fair or event offers so that you know for certain that what you desire to do (i.e., build brand awareness, drive traffic to your website) and market (i.e., book, website, other product) is a thematic fit for the event.

Questions: Purpose

What is your objective for attending a book fair and/or event?

Why do you desire to sell products and/or market at a book fair and/or event?

What is your business goal for attending a book fair and/or event?

What is your marketing goal for attending a book fair and/or event?

Do you expect sales goals for the book fair and/or event?

Is your goal to increase brand awareness of your product and/or service at a book fair and/or event?

Questions: Roles & Responsibility

Do you have an event team?

Do you have a budget for your event team?

Do you have a project manager?

Do you have a scheduler?

Do you have a creative designer?

Do you have a marketing and communications person?

Do you need software to keep track of the schedules, actions, and coordination of employee roles?

Questions: Thematic Fit



What is the theme of the intended book fair and/or event?

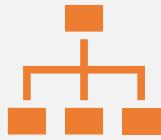


Does your marketing goal(s) support the theme of the book fair and/or event?



Are you ready to attend the book fair and/or event?

Questions: Areas of Responsibility



Do you know your capability and capacity?



Do you know your team's capability and capacity?

Questions: Budget Guidelines & Contracts



Do you know your budget?



Have you created a freelance/independent contractor agreement?



Have you designed volunteer guidelines/policy?



Have you created a budget for non-employee work activities?



Have you read the contract for the book fair and/or event?



Have you read the proposal for the book fair and/or event?



Have you protected the business and/or brand?



Your Next Tasks

- Review your company's mission statement.
- Review the sample marketing goals.
- Begin to apply one of the marketing goals to your current marketing efforts.
- Research sample marketing plans.
- Write an outline of your thoughts and marketing plans.
- Pic source: [Depositphotos](#)

Video Lessons

- Review the following videos for further insight into the digital marketing planning processes:
 - [Favors Marketing Lessons: Marketing Goals Worksheet](#)
 - [Favors Marketing Lessons: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
 - [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

About Favors Marketing Lessons (FMS)

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

- Contact: The Regina Y. Favors Website
- Website: www.reginayfavors.com
- Amazon Author Page: amazon.com/author/reginayfavors

