

## Internet Marketing Plan

Being able to successfully generate leads online starts with an internet marketing plan containing a clear plan of action. If you have never written a marketing plan before or don't know where to start we can help. We will work with you to better understand your business, your products and services, and your customers. Using this information we will then create an internet marketing plan tailored specifically to your unique challenges and requirements.

The process of creating the plan will highlight the opportunities available to you online to generate more leads for your business. Your marketing plan will consist of actions and steps you should to take to grow your business using the cost effective and powerful techniques the internet provides.

Don't worry you won't end up with a huge document that never gets read or followed. In fact your entire plan will probably be no more than 5 pages long!

## What Your Plan Will Contain

Your internet marketing plan will contain the following:

- Your marketing goals and objectives
- Details of the products and services you will be marketing online
- A definition of your ideal customer
- What makes your offerings unique
- Analysis of your top 3 online competitors (they may not be who you think)
- The online marketing techniques you will focus on
- The focus of your website and the offer you will be making to your website visitors
- The action steps you will take to implement your marketing plan

Once your internet marketing plan has been completed and agreed we will then help you to implement it to get those leads coming into your business at the earliest opportunity.

If you need help generating more leads and revenues for your business and would like to talk to us about helping you with your internet marketing plan give us a call on **01793 688978** or complete the contact form on our [contact us](#) page and we will call you.

