

# THE ONE PAGE MARKETING PLAN

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WHY  
Your purpose.



WHO  
Your ideal customer.



DIFFERENCE  
How and why you are better.



PRICE & POSITIONING  
The story you want customers to believe about the value you create.



DISTRIBUTION  
How you reach people and get your products into their hands.



PLATFORM  
Where you tell your story.



PROMOTION STRATEGY  
How you tell your story.



CONVERSION STRATEGY  
How you deepen relationships with prospective customers.



GROWTH STRATEGY  
The plan for attracting more customers.



REFERRAL STRATEGY  
The story you give people to tell.



STRATEGY FOR INCREASING TRANSACTION VALUE  
How you delight customers.



RETENTION STRATEGY  
How you keep customers coming back.