



Get Customers On A Budget

You just have to know 3 things.



1

KNOW YOUR IDEAL CUSTOMERS PROFILE

Do your customer profile.

2

KNOW YOUR MARKETING PLAN

What you're going to do when and where.

3

KNOW WHAT'S WORKING

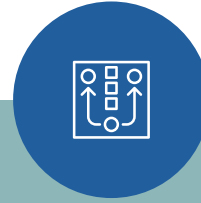
Test and measure your results vs your spend each month and re-invest in what's working.

Know Your Customers

Get To Know BOB



Sit down with your team and build a BOB profile



Bob is the name of your ideal customer



Who are we talking to?

Write it down as if you were building your own avatar. Once you've done this you can align your message and medium to match your Bob avatar.



Know Your Marketing Plan

Do a Proactive **90 day** marketing plan for the next 90 days ahead. Using your Bob customer profile you create the following 5 columns to support your plan: Medium – Message – Spend – Content – ROI

- 1** Identify your costs per **medium** to promote your product/service.
- 2** Work out what **message** you want to say whether it's brand awareness, call to action or relationship building. Now simply test + measure different mediums in order of what you think is the best marketing strategy to the least. Don't do them all.
- 3** **Do 3 for the first 3 months. Then measure.**
Start with your online presence or your shopfront and build your marketing plan from that foundation out.
Eg: How do I promote my store in the most cost effective way to my immediate surroundings and existing relationships?
Then Get Social. You can setup + promote content in one day and virtually pay nothing for it. Now you have a marketing plan.



Know Your Marketing Plan

MY MARKETING PLANNER-90 Day Plan

MY BOB AVATAR	Demographic / Sex	Interests	Location
BOB			
CINDY			

MEDIUM Budget mediums	MESSAGE	SPEND	CONTENT	LEADS-ROI
Store Presentation - In Store				
Store Presentation - Online/Social Media		\$		
Find Me Channels - All Directories		\$		
Point Of Sale - Promos in Store		\$		
Referral Partnerships		\$		
Charity - Community		\$		
Neighbour Promotions		\$		
Social Media - FB, Insta, Lin		\$		
CRM & Database - Edm, Calls, SMS				
Other mediums				
Press				
Radio		\$		
Television		\$		
Websites		\$		
Internet Promo Partnerships		\$		
Direct Mail		\$		
Outdoor		\$		
Cinema		\$		
Signage		\$		
Events		\$		
Others		\$		
TOTAL COSTS	Sub Tot Businesses (ex)	\$		
	Cost Per Customer	\$		

Know What's Working

My 3in3 Test, Measure, Reinvest.

My Example Marketing Planner-90 Day Plan

MY BOB AVATAR	Demographic / Sex	Interests	Location
BOB			
CINDY			

MEDIUM Budget mediums	MESSAGE	SPEND	CONTENT	LEADS-ROI
Store Presentation - In Store				
Store Presentation - Online/Social Media		\$ 250.00		10
Find Me Channels - All Directories		\$ 250.00		5
Point Of Sale - Promos in Store		\$		
Referral Partnerships		\$		
Charity - Community		\$		
Neighbour Promotions		\$		
Social Media - FB, Insta, Lin		\$ 250.00		15
CRM & Database - Edm, Calls, SMS				
Other mediums				
Press				
Radio		\$		
Television		\$		
Websites		\$		
Internet Promo Partnerships		\$		
Direct Mail		\$		
Outdoor		\$		
Cinema		\$		
Signage		\$		
Events		\$		
Others		\$		
TOTAL COSTS	Sub Tot Businesses (ex)	\$ 750.00		30
	Cost Per Customer	\$ 0.04		

We close the gaps for businesses through effective hands on solutions

Strategy | Development | Training & Support



Why You need us

- Assist with Projects & KPI Gaps
- Support in Identifying New Opportunities & Solutions
- Business Strategy & Development
- Team Communication & Development.

What we do

We close the gaps for you and your business, to give you time to do more of the things that you love.

To exist for more.



Contact Us

Are you ready to step into the future? We're excited to work with you and your team, to close those gaps and create time for you to do more of the things you love.

- ☎ 0411 144 118
- @ existformore@gmail.com.au
- f @exist.for.more
- 📷 @exist.for.more
- 🌐 <https://www.existformore.com/>
- in Jeromy Bates