



BLUEPRINTS FOR GRANT CONSULTANTING ESSENTIALS

MARKETING

KEYS TO YOUR MARKETING PLAN SUCCESS

Use the SUCCESS process to plan your pre-marketing action steps!



Services ✓

Unique ✓

Connections ✓

Communication ✓

Expectations ✓

Systems ✓

Structure ✓

Write a 2-3 sentence description about our services, unique advantage, connections, communications, expectations, systems, and structure.

Use those descriptions to craft your pre-marketing strategy in your marketing plan.



SERVICES

What services will you provide?

UNIQUE ADVANTAGE

What is your unique advantage?

CONNECTIONS

What connections will you cultivate? Where are your connections? How will you cultivate connections?



COMMUNICATION

What forms of communication will you use? What forms of communication do your audiences/clients/peers/communities use? How will your communications be engaging?

EXPECTATIONS

What can your followers/audience expect from your marketing strategy? What value will they get? What expectations will create for your target audience? How will you guide those expectations?

SYSTEMS

What systems will you use for marketing? How can your target audience find you? What tools will you use to promote your services, capture leads, and nurture leads?

STRUCTURE

What structure will you have for marketing your services? Will you offer packaged services, stand alone services, upsells, etc.?