



Guerrilla Marketing for Consultants

Sample Marketing Plan and Sample Marketing Road Map

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A Marketing Plan in Seven Sentences

You can find dozens of approaches for creating a marketing plan, but guerrillas keep it simple. They start with a one-page plan that consists of seven sentences to:

- Explain the purpose of your marketing
- Spell out how you achieve that purpose by describing the benefits you provide to clients
- Specify your target market
- Describe your niche in that market
- Outline the marketing weapons you will use
- Focus on the identity of your business
- Establish your marketing budget

Seven Sentence Marketing Plan - Sample

Spinnaker Consulting

The purpose of Spinnaker Consulting's marketing program is to make Spinnaker the leader in selling high profit services to the world's major boat manufacturers and boating suppliers.

This will be accomplished by positioning Spinnaker as the industry expert in helping clients accelerate manufacturing operations, improve sales processes and boost product profitability.

Our target market is the chief operating officers, sales executives and manufacturing executives of the fifty largest boat manufacturers and their suppliers.

The firm's niche is to provide practical and action-oriented advice that guarantees improvement in profitability for clients that exceeds Spinnaker's professional fee.

The marketing tools we plan to use include:

- A Web site that promotes Spinnaker and provides resources for our clients
- A free monthly electronic newsletter (zine) on topics of interest to clients and prospects
- Presentations by our consultants at targeted trade shows
- Direct mailings to follow up on contacts made at the trade shows
- Publishing articles four times a year in industry trade journals
- Contributing sponsorship for one regatta each year, for which we will seek free publicity
- Offering semi-annual seminars on profit improvement strategies for boat manufacturers
- Seminars will be promoted on our Web site, in our zine and with paid advertising in industry publications.

The Spinnaker team will be seen as creative, collaborative, highly competent, results-oriented and easy to work with.

The marketing budget for the practice will be 20% of fees.

The Marketing Road Map – Where the Rubber Meets the Road

- What to do
- When it will happen
- How to achieve
- Who will do it
- How much will it cost
- How will you measure success



Sample Marketing Road Map – Spinnaker Consulting

January	<ul style="list-style-type: none"> • Conduct Profit Improvement Seminar • Publish monthly zine
February	<ul style="list-style-type: none"> • Publish trade journal article • Publish monthly zine
March	<ul style="list-style-type: none"> • Attend and speak at industry trade show • Conduct direct mail follow up for trade show contacts • Publish monthly zine
April	<ul style="list-style-type: none"> • Publish trade journal article • Publish monthly zine
May	<ul style="list-style-type: none"> • Advertise Profit Improvement Seminar • Promote seminar on Web site • Issue press release • Send invitations to Profit Improvement Seminar • Publish monthly zine
June	<ul style="list-style-type: none"> • Conduct Profit Improvement Seminar • Publish trade journal article • Conduct seminar follow-up activities • Publish monthly zine

July	<ul style="list-style-type: none"> • Promote sponsorship of annual regatta • Invite clients to networking event • Publish monthly zine
August	<ul style="list-style-type: none"> • Attend and promote practice at sponsored regatta • Publish monthly zine
September	<ul style="list-style-type: none"> • Host client networking event • Publish monthly zine
October	<ul style="list-style-type: none"> • Publish trade journal article • Publish monthly zine
November	<ul style="list-style-type: none"> • Send invitations to Profit Improvement Seminar
December	<ul style="list-style-type: none"> • Advertise Profit Improvement Seminar • Publish monthly zine



Good Luck in Your Guerrilla Marketing Efforts