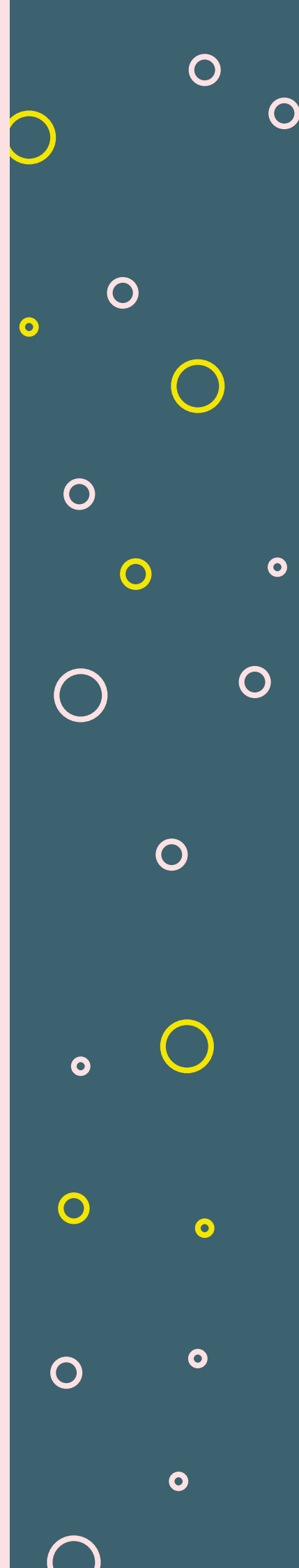


4 free marketing
templates every
small business
needs

Agnes.



Every small business owner knows there are some days where it feels like they are running just to keep up, particularly when it comes to running a successful business.

Hands up who would like to be more productive and effective when it comes to their small business marketing activity.

So, we've created four marketing templates every small business needs:

- One page business plan
 - Professional bio template
 - Elevator pitch template
 - Content marketing plan template
-

A strong business starts with a strong business plan.

A business plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the timeframe for the achievement of the goals. It also describes the nature of the business, background information on your organisation, the financial projections, and the strategies you intend to implement in order to achieve your targets.

In its entirety, this document serves as a roadmap that provides direction to the business. This is a great exercise to revisit every 6-12 months. It keeps you focused on your goals, and helps you reevaluate your activity in order to reach your goals.

One Page Business Plan

Business name:

Owner:

Why?

How?

What?

*Why you do what you do?

*How you do what you do?

*What you do?

Customer Problems

Solutions Offered

Target Audience (Be Super Specific)

Competitive Advantage

Customer Problems

Solutions Offered

Top 3 Competitors

Notes

Professional bio template (written in the 3rd person)

People often struggle writing about themselves, they feel it's showing off, bragging, blowing their own trumpet. But we can't stress enough why it's so important to have an impressive bio that shows off the experience, talent, expertise and goals of your team members. That's a lot to cram into one bio!

So, we've created a fill-in-the-blank bio template that you can use to put together an impressive, professional bio that you can use for your meet the team section of your website, pitch documents, press releases, credentials documents and more.

[NAME] is an experienced _____, _____.

As a [JOB TITLE], her goals include _____, _____, and _____.

[NAME] has worked in the _____ industry for _____, gaining experience in _____, _____, and _____.

He/She has been responsible for [BENEFIT DELIVERED TO CLIENTS].

This includes [SPECIFY HEADLINE CLIENTS/PROJECTS/DEALS].

Driven by _____, she is committed to providing [AUDIENCE] with the best [SERVICE/SOLUTION] possible.

Outside of the office [NAME] enjoys _____, _____ and _____.

The Elevator Pitch

“Who are you and where do you work?.” Whether you're introducing yourself at a networking event, writing a description of your business for a directory, or entering an award, there will be lots of occasions when you need a good elevator pitch up your sleeve. And once it's written it can be used by everyone in the business, ensuring consistency of message.

The following is a generic standard pitch format that can be applied to almost any situation.

My name is [NAME], [TITLE] of [COMPANY]. Our company manufactures/provides [PRODUCT/SERVICE] for [TARGET CUSTOMER] that allows them to [YOUR VALUE PROPOSITION]. Unlike [OUR COMPETITION], we [PRIMARY COMPETITIVE POINTS OF DIFFERENCE].

Content Marketing Plan – what do I post?

To post engaging, relevant content you need to understand your audience:

- Who are they?
- What are their likes/dislikes?
- What are their topics of interests?
- How can my business/product help them?
- Where are they? (Facebook, Instagram, LinkedIn etc.)

Once you have worked out your audience persona, you can then start to strategise your content by planning the four pillars of content.

The four pillars of content is a simple guide you can follow when creating content.



EDUCATE

Help your audience by sharing your expertise, this will add value to your followers and trust towards your brand. e.g. tips, blogs, how-to videos, share relevant industry news / articles.



ENTERTAIN

Show your audience who you are by injecting your personality into your feed. e.g Behind the scenes – photos of events / meetings, highlights of your week, 'office antics' posts.



EMPOWER

Share uplifting and encouraging posts to keep your audience positive and engaged – e.g. Give a shout out to a business that's done a great job for you, Recommend a business book you've read, share an inspirational quote.



ENGAGE

Of all the 4 E's, ENGAGE is the most important. When someone comments or shares your content it creates a greater level of trust but ensure the engagement is a two-way thing – you need to be on social media engaging with your audience too. Eg. Create content that requires your audience to give you feedback, leave comments and express their opinions etc. Ask them questions.

A mix of content that Educates, Entertains, Empowers and Engages will get you on the right path to having a strong social presence. If you put in the effort and execute a plan, you will see how social media can impact your business.

You can plan your monthly content easily by preparing 3-4 posts for each category. Whether you write your posts in one session, or write them down during the month as you think of them, this handy template will help you write posts that are perfectly aligned to your target audience.

'Educate' themed posts

- 1.
- 2.
- 3.
- 4.

'Entertain' themed posts

- 1.
- 2.
- 3.
- 4.

'Empower' themed posts

- 1.
- 2.
- 3.
- 4.

'Engage' themed posts

- 1.
- 2.
- 3.
- 4.

We really hope you find these templates useful and they help your business to grow.



About Agnes Marketing

We help professional services businesses win more clients through strategic, organized and effective marketing.

Lindsey Moore set up Agnes Marketing in 2014 with one very specific goal: to provide SME professional services business with the hands on support they need to be super effective in their business development and marketing activity.

From marketing mentoring and marketing training to a fully managed 'done for you' marketing service, we can help you stand out from your competitors; get noticed and win new clients.

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