

# Online Marketing Strategy Template

Drive more business through Internet Marketing

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**The Online Marketing Strategy Template is a tool to help you organize your marketing strategy for the internet based economy.**

Whether you are a Landscaper or make Dollhouses for a living, you need to set yourself apart from your competition and become visible to your target market:

The categories below are meant to help organize your strategy develop a focus marketing plan.

1. What is your Target Market?
2. What does the Customer Need?
3. What is Your Market Differentiator
4. What kind of Online Marketing Plan fits your needs
5. How do you execute?

## What is your Target Market?

If you have any business, your target market is based on fulfilling a need:

Example:

- If you are landscaper your target market may be corporate customers who are just relocating to the area
- If you build dollhouses, your target market may be grandmothers who want a special gift for their grand daughters

Define your Target market:



## What does the Customer Need?

Once you have defined your target market, why do they need or want your product/service:

## What is Your Market Differentiator

Your product or service needs to be different from the competition. Think about why your product or service is heads and shoulders above the others that offer the same. Do you offer better pricing, flexible scheduling, expert services that cannot be matched in the industry?

Why should the customer want to buy your product or service over someone else's?

## What kind of Partnerships and Relationships Do you have?

If you have been in business for awhile, you probably get most of your business through word of mouth. People who know your work and speak well of your character go a long way when someone is looking for your services. But, do you have strategic relationships and partnerships that can help build your business?



## Pass/Fail Execution

You need to put your resources into programs that generate business.

What has or has not worked in the past? Bandit signs, penny savers, coupon books? List out the marketing channels you use today and which ones work best and why you they did?



## Summary

Now that you have some of the basic components laid out within this template, how do you put it all together in an online marketing strategy?

Do you have a website? If so, does it convey more than just your company name? Does it convey the message of excellence and integrity to build trust with a prospective customer?

We can assist you in getting your message out on the web, we are not web site builders or hosting services, we are active marketers who can get you in front of the customers looking for your products or services. We can link you into our websites as a launch pad for customers interested in what you have to sell...

Online marketing is a foreign concept to most small business owners. Usually, the concept of online marketing consists of a webpage, an e-mail address and few of your services or products posted in an online catalog. Unfortunately, many do not even care or worry about their online presence since most of the business is based on traditional marketing methods like; Community Papers, business cards or a bandit sign sitting on a telephone pole.

Some of these methods do work but are spotty and may not generate measurable results that can help keep a business up and running. The internet is and has become a true marketing vehicle that many large companies spend thousands and even millions of dollars as more of their target markets migrate to the web.

So what does a small one person home business owner do? They can certainly jump on the internet bandwagon and create a blog promoting their wares, or add an online store front and hope their customers see them among the other billions of web pages out there.

How do you get started? With many small business owners trying to survive, a sound marketing strategy may be just the thing to get you in a position for building a viable long term business. It does not matter whether you are a landscaper or cake decorator, you need to differentiate yourself and your company from the competition when it comes to your current and potential customers.

If you would like to discuss getting your online marketing strategy in place, give us a call...We are looking to work with several small business owners in the Philadelphia area to help them get started in marketing their business or services online and would welcome the opportunity to work with you.

We have several partnership models that we can offer and are open other win/win business deals. Some of the arrangements we have are:

1. No cost – revenue share arrangement
2. Straight fee based services
3. Barter arrangement (We'll trade our services for yours)

If you would like to take a look at a simple market strategy template and receive free information from time to time, enter your e-mail address below and will add you to our distribution list of online marketing strategies.

See some of the sites we have developed @ [www.gravitygarden.com](http://www.gravitygarden.com) or [www.buyourwidgets.com](http://www.buyourwidgets.com)

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See us at [www.gravitygarden.com](http://www.gravitygarden.com) or [www.buyourwidgets.com](http://www.buyourwidgets.com)