

HERO FACTOR SALES AND MARKETING PLAN

Owner	Entity	Dept.
List Team members	Your Business Name	Sales & Marketing

Vision

Insert Your Mission Statement

Goals	Key Strategies and Tactics	Performance Metrics
Position brand as the premium expert in your industry	1.0 1.1 1.2 1.3 1.4 Formulate strategy to position Brand as market leader » Review core values and key differentiators » Identify and target key customers » Identify target audience » Define your unique value offer	1.0 1.1 Define 1.2 1.3
	2.0 2.1 2.2 2.3 2.4 Develop Brand Campaign » Define brand persona to match your customer's needs/wants » Define brand positioning and messaging » Map out your brand's backstory to connect with prospect » Develop initial value offer to help prospects learn about your industry and illuminate their biggest hassles	2.0 2.1 Set Expectations 2.2 2.3

Objectives

Develop unique brand campaign	3.0 3.1 3.2 3.3 3.4 Formulate strategy to create brand awareness » Create list of target groups » Create social media campaign to communicate your value to targeted groups » Develop digital ad strategy to re-target interested prospects who visited your landing page » Engage with influencers your customers follow online	3.0 3.1 List Owners 3.2 3.3 3.4
Establish industry events plan	4.0 4.1 4.2 Target Industry Events » Target industry events to speak at to share your value to captive audiences » Develop conference materials	4.0 4.1 Target List 4.2
Unify sales and marketing efforts	5.0 5.1 Define Sales Plan Define sales funnel and messaging approach to engage with prospects at each step of the sales funnel: 1) Define Initial value offer 2) How and when to engage in the first upsell 3) Encourage initial clients to move to 80/20 offer 4) Encourage 80/20 clients to full product offer	5.0 5.1 Define Deliverables 5.2

QUARTERLY MARKETING DELIVERABLES

Key Strategy	Jan	Feb	March
1.0 TBD	1.	1.	1.
2.0 TBD	1.	1.	1.
3.0 TBD	1.	1.	1.
4.0 TBD	1.	1.	1.

QUARTERLY SALES DELIVERABLES

Key Strategy	1Q09	2Q09	3Q09
1.0 TBD	1.	1.	1.
2.0 TBD			
3.0 TBD			
4.0 TBD			