

## Sample “Speed Marketing Plan” for a Food Business

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
GOAL <i>Specific, measureable objectives to be accomplished in a time period.</i>	TARGET <i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i>	STRATEGIES <i>Strategies that will attract the specific people or organizations you’re trying to reach with a compelling offer that meets their interests/needs.</i>	CHANNELS/MESSAGES <i>Tools or channels you’ll use to reach your targets. What’s unique or special about your product/services/bio? Which messages and messengers will be persuasive?</i>	CALENDAR <i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i>	MEASUREMENT <i>How will you track results? How will you evaluate the effectiveness of each tactic?</i>
<b>Sample Goal #1</b>					
<b>Increase café sales between 9:30-11:30am</b> from \$100k in 2013 to \$150k in 2014.	<b>Existing and new customers</b> who are: -- Parents of small children. --Live or work in 5-mile radius --Flexible schedules --Looking for social contact	Offer free coffee with \$5+ purchase between 9:30-11:30am  Facilitate a morning knitting group.  Provide kids play area between 9:30-11:30am  Offer “bring a friend discount coupons.	<b>Channels:</b> Reach existing customers via social media.  Reach potential customers via Facebook ads, postcards, and the local parents’ listserv.  <b>Message:</b> “Family hours, easy parking, meet other parents.”  <b>Messengers:</b> Parents who are regular customers.	<b>Daily</b> Facebook and Instagram posts.  <b>Weekly</b> emails to customers.  <b>Weekly</b> postcard distribution.	Total sales during 9:30-11:30 am.  Total # of customers in time period.  Average sales per customer  Coupons redeemed  Promotion costs.

## Sample Goal #2

<p><b>Attract at least 2 new private chef clients</b> per month</p>	<p>Busy, working parents (especially with babies) who want farm-to-table, whole grain cuisine for their weekly meals and dinner parties.</p>	<p>Focus on recruiting clients in <b>one specific neighborhood at a time.</b></p> <p><b>Sponsor and attend</b> local food events.</p> <p><b>Partner</b> with local restaurants, stores and businesses selling compatible good and services. Do cross-marketing.</p> <p>Create and promote a package of 30 meals to give as a <b>gift for new parents.</b></p>	<p><b>Channels:</b> Postcards, social media, listservs. Place postcards in office buildings where busy, well-paid people work.</p> <p><b>Run Facebook ads</b> targeted to your zip code. (If you can't afford to pay for Facebook ads, promote a local event through Facebook.)</p> <p><b>Message:</b> "Delicious local food customized for your family's needs."</p>	<p><b>Daily/weekly</b> web and social media posts and updates with what's in season, recipes, shout outs to other local businesses, photos of funny-looking veggies.</p> <p>Attend at least <b>4 events per month.</b></p> <p><b>Monthly</b> postcard drop-offs.</p> <p><b>Monthly</b> paid Facebook ads.</p>	<p># of leads per month</p> <p># of new clients per month</p> <p>Average sales per client</p> <p>Cost and time requirement of each tactic versus results</p> <p>Which events provide the best leads</p> <p>Referral sources from social media and elsewhere</p>
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## Sample Goal #3

<p><b>Get 3 wholesale accounts</b> for my honey</p>	<p>Food stores, bakeries, restaurants, and coffee shops in your neighborhood.</p> <p>Large businesses or nonprofits based in your neighborhood.</p>	<p><b>Bring free samples and a price list</b> to each business.</p> <p><b>Offer to hold in-store demos &amp; promote their business or cause</b> to your customers.</p>	<p><b>Channels:</b> Door-to-door, postcards, events, website, social media, local listservs.</p> <p><b>Messages:</b> "Enjoy honey from your local bees."</p>	<p><b>Weekly</b> sales calls to get accounts.</p> <p><b>Daily</b> social media posts about your honey, local food, &amp; recipes to build customer loyalty.</p>	<p># of contacts made</p> <p># of new accounts and how you acquired them</p> <p>Profit after expenses</p> <p>Turnover</p>
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