



Marketing Plan FOR YOUR Creative Shop



Begin marketing as soon as your shop is set up!
Create a clear brand & use these steps to create your marketing plan.

You need these 3 foundational steps to begin marketing:

1. Products.

List your product(s) and/or ideas here.

Note the one you plan to focus on **first**:

2. Ideal Customer.

Define your ideal customer.

Ex: Teachers, mom, young moms...

Create more than one if you need too.

3. Plan.

Now decide on where you will find your customer and talk about your product.

Use the foundation you created above to post on your social media.

1. Buzz Words

What words do people use when looking for or talking about your product. Use these in your post text.

2. Content.

Use one of 3 ideas to create content, while talking to your ideal customer.

1. Engage 2. Education 3. Entertain

3. Consistent Schedule.

What will you post and when? Make notes here about daily, weekly and monthly posting goals/plans.

Be sure to be specific on where you plan to market your shop:

Pinterest Facebook Instagram Tik Tok YouTube _____

www.**WeCanMakeThat**.me/yourbusiness