

# Developing a Marketing Plan That Delivers Low-Budget & High Impact Marketing

What is Marketing?

Prevalent Marketing Mistakes

5 fundamental things every marketing plan should do:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

A Marketing Plan is On \_\_\_\_\_, On \_\_\_\_\_.

Essential steps when creating the marketing plan:

Step 0: \_\_\_\_\_

Step 1: \_\_\_\_\_

Step 2: \_\_\_\_\_

Step 3: \_\_\_\_\_

Step 4: Strategy / Goals

Step 5: Tactics / Timing

Step 6: \_\_\_\_\_

4 ways to spend smart when developing a marketing budget

1. \_\_\_\_\_
2. Segmentation
3. \_\_\_\_\_
4. \_\_\_\_\_

Tactics for working with a small (or no) budget

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Find the slides from Chris' presentation at [slideshare.net/shotgunconcepts](http://slideshare.net/shotgunconcepts)

How do I know if my marketing is effective and has an impact?

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Other Notes:

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**Chris Houchens** is a raconteur and author who combines expertise in current trends with years of real-world experience in media and marketing.



Chris' signature business book is 2010's **Brand Zeitgeist**, which is a primer on the fundamentals of branding. Chris has been blogging since 2005 at **ShotgunConcepts.com** where he takes a unique, sometimes funny, and common sense look at the place where marketing, media, and life collide.

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