

# MARKETING ON A SHOESTRING ACTION PLAN CHECKLIST



If the marketing budget's looking tight but you need some big results, work your way through our ideas for an action plan – you'll find some great ways to make that precious cash stretch.

Business Name

Date

## TRIM DOWN EXISTING MARKETING

ALREADY  
DONE

ACTION  
NOW

CONSIDER  
LATER

Carry out market research to identify your core target market




Only use the best marketing methods for reaching this target




## MANAGE PROCESSES

List your business in online and print directories




Become well known as the expert in your area by giving talks




Write articles on your area of expertise for online and print media




Send out press releases about any genuinely newsworthy events




Display feedback and testimonials from happy customers




Sponsor local community events if the target markets overlap




Test free social media like LinkedIn, Twitter, YouTube and Facebook




## FIND OTHER BUSINESSES TO SHARE THE COSTS WITH

See if you can build any strategic alliances or partnerships




Launch joint promotions to split the marketing costs




Provide each other with free reciprocal advertising




## GET THE MOST OUT OF EACH SALE

Train staff to suggest related products at the point of sale




Provide attractive guarantees or warranties to help secure the sale




Offer free add-ons to make an irresistible product bundle

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LOOK AFTER THE CUSTOMERS YOU ALREADY HAVE	ALREADY DONE	ACTION NOW	CONSIDER LATER
Identify the customers who bring in the majority of your profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tweak your core target market definition to fit these top customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus your efforts specifically on these highest-return customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer discounts or special terms to longstanding customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offer incentives for bringing in friends to the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Map out every point of contact your business has with customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write a plan for improving customer service at each point of contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build customer loyalty programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

USE CUSTOMER DATABASES	ALREADY DONE	ACTION NOW	CONSIDER LATER
Record customer and sales info in a database, staying within the law	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use email newsletters – again, staying within anti-spamming laws	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONSTANTLY IMPROVE HOW MUCH YOU GET FOR YOUR MONEY	ALREADY DONE	ACTION NOW	CONSIDER LATER
Favour marketing methods with measurable outcomes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask customers where they found out about you - and do more of it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify the marketing methods that give you the best return	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adapt your marketing plan to invest in the highest-return methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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