

# Kick Start Your Marketing & Sales

A Step-by-Step Guide for Small Business



*Creating a business or marketing plan may seem like a daunting task.*

*We make it simple to begin, develop & carry out marketing plans & programs.*

## You Know Your Business • We Know Marketing

1 Page □ 2 Hours □ 5 Steps

### How Tiger Team Can Help

A winning marketing campaign supports your business & revenue objectives. It inspires your target customers & gives them great reasons to buy.

This 5-step worksheet leads you through the planning process. It helps you map out & prioritize your marketing activities.

Use the Tiger Team Marketing worksheet as an example for creating you own.

We can help you with any phase of your marketing planning & implementation. Do-it-yourself, or partner with us!

[www.tigerteammarketing.com](http://www.tigerteammarketing.com)  
[georganne@tigerteammarketing.com](mailto:georganne@tigerteammarketing.com)  
510-334-0694

[Like Us On Facebook](#)



### Getting Started

What does success look like? Have you defined your business goals? They may include more sales, lower costs, new products & better work/life balance.

Who are your target customers? It's important to know their personal & professional objectives, how they are motivated & where they congregate.

How do you describe your products or services? It should be simple to state how they are unique & why your target customers would want to buy them.

Once your goals, customers, & solutions are well defined, it's easier to create a marketing plan. Design a cohesive plan that is optimized to serve your needs.

Use the marketing tools that best tell your story, spread the word & motivate you customers to buy!