

# How to Create Your Visual Marketing Plan

Before we start... Download and Print

<http://geoffmc.com/qVRCcF>



It's OK, we  
haven't  
started yet!

# How to Create Your Visual Marketing Plan





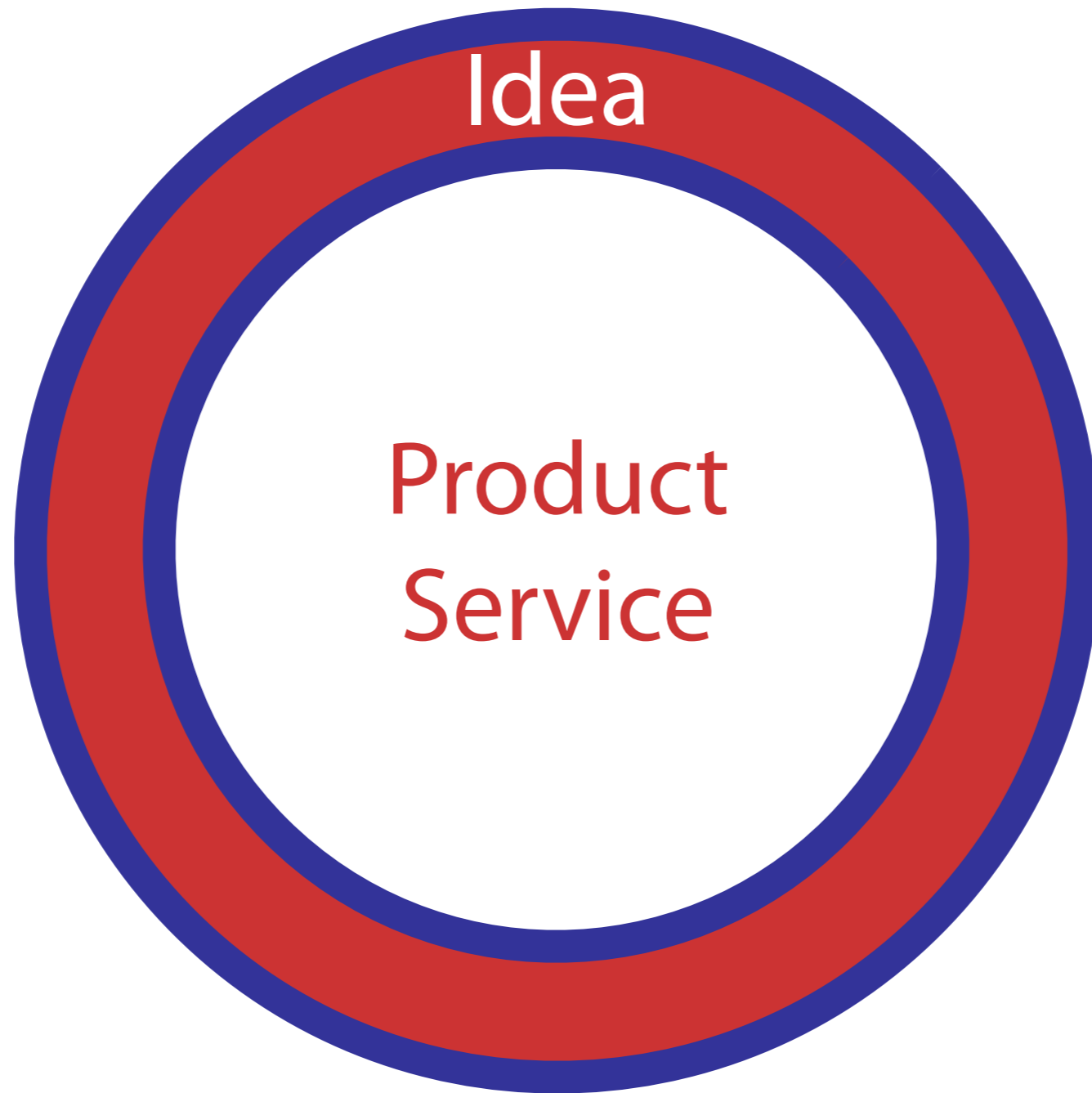
Ideas Architect  
Book Rapper

Follow conversation on Twitter: [@ideasmarketing](https://twitter.com/ideasmarketing)



Part 1

# Your Idea, Your Marketing Plan



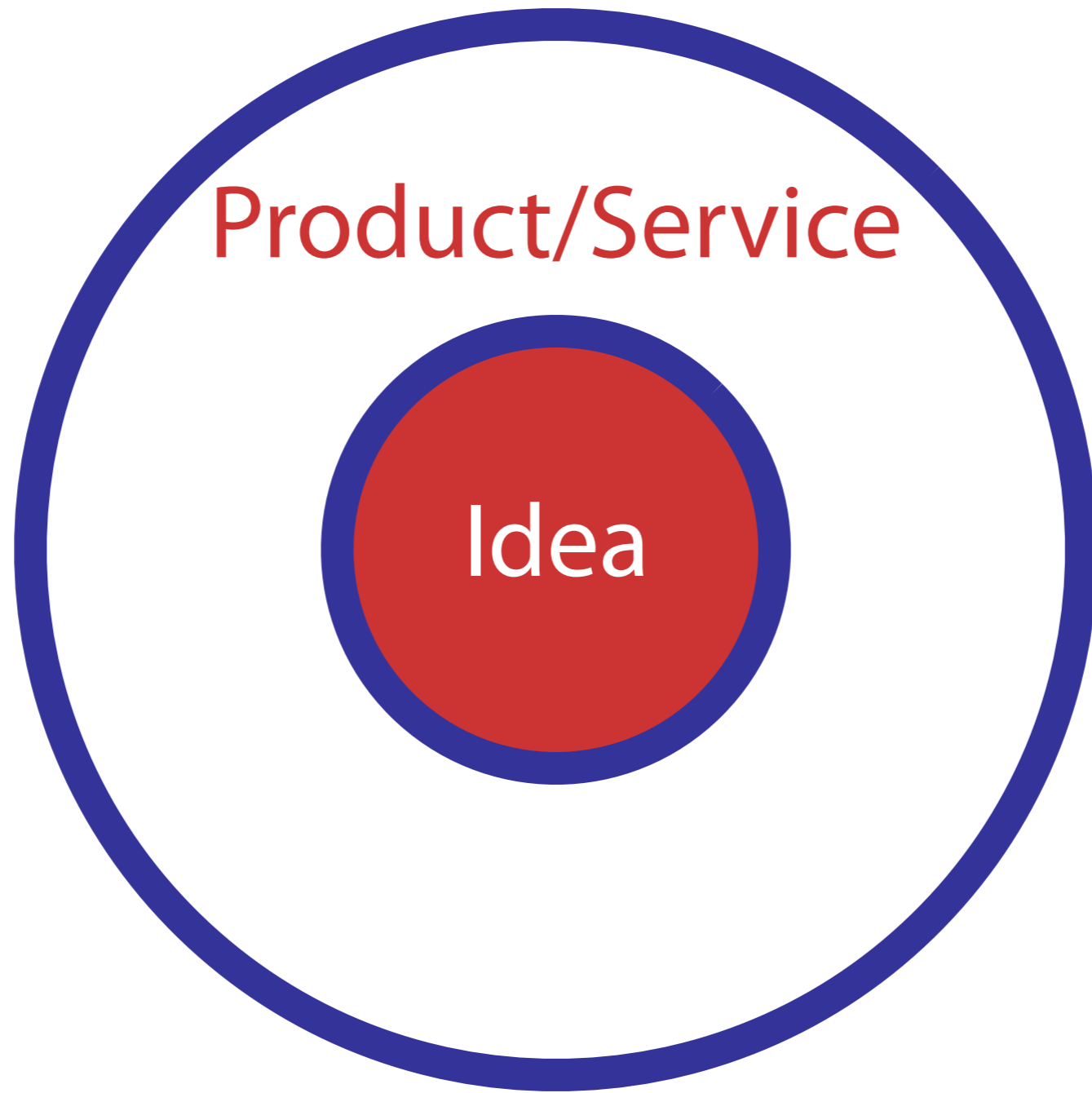
# Traditional Marketing

Traditional Marketing Plans hide in drawers and computers



See it everyday!

Why you need a Visual Marketing Plan



# Ideas Marketing

You need an Ideas Marketing Plan!

# Manifesto

A public declaration of your Idea



# The Manifesto Manifesto

1. Manifestos are primal
2. Manifestos terminate the past
3. Manifestos create new worlds
4. Manifestos trigger communities
5. Manifestos define us
6. Manifestos antagonise others
7. Manifestos inspire being
8. Manifestos provoke action
9. Manifestos command presence



# The Manifesto Manifesto

1. Manifestos are primal

Idea

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Vision



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Market



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Results



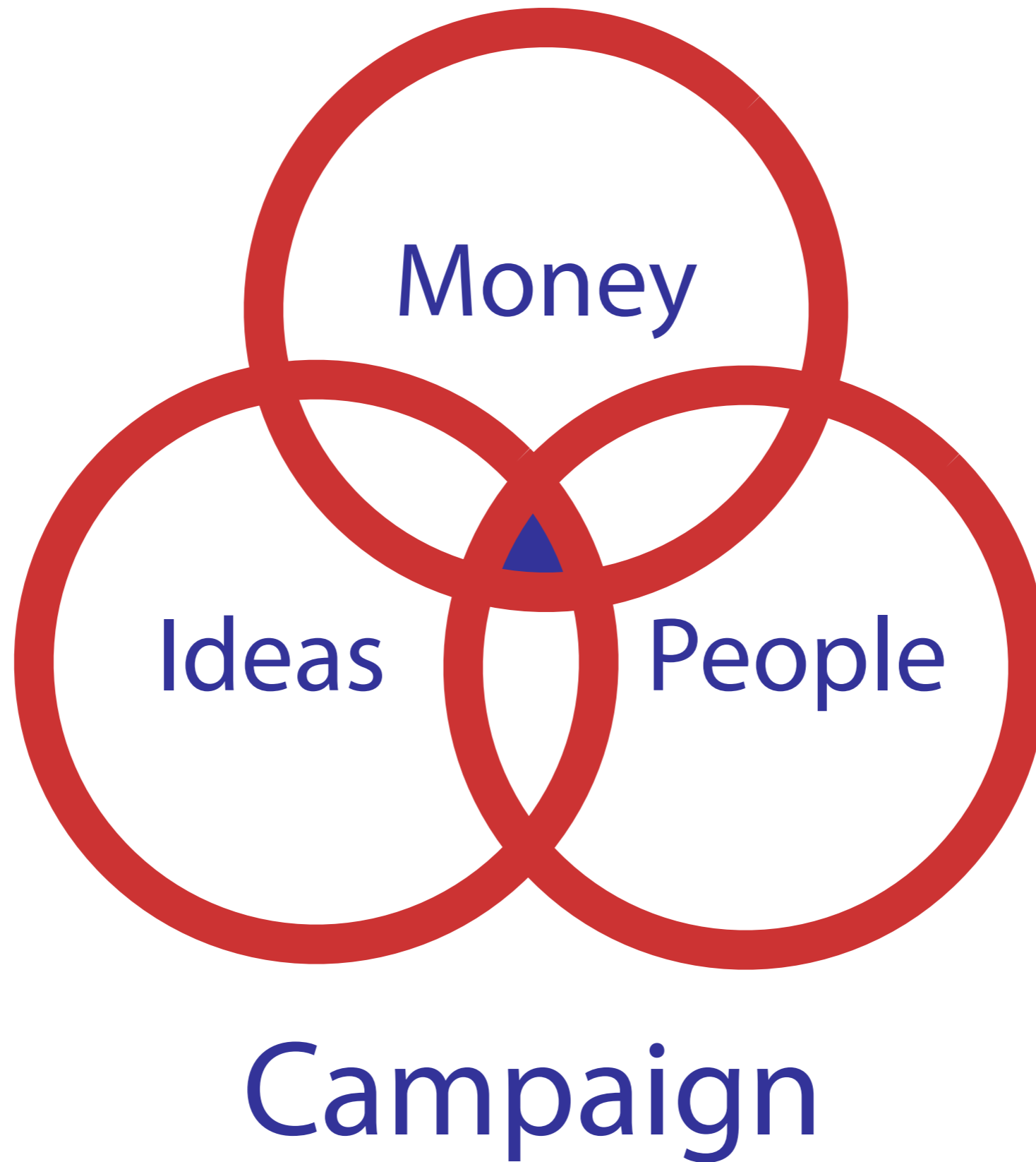
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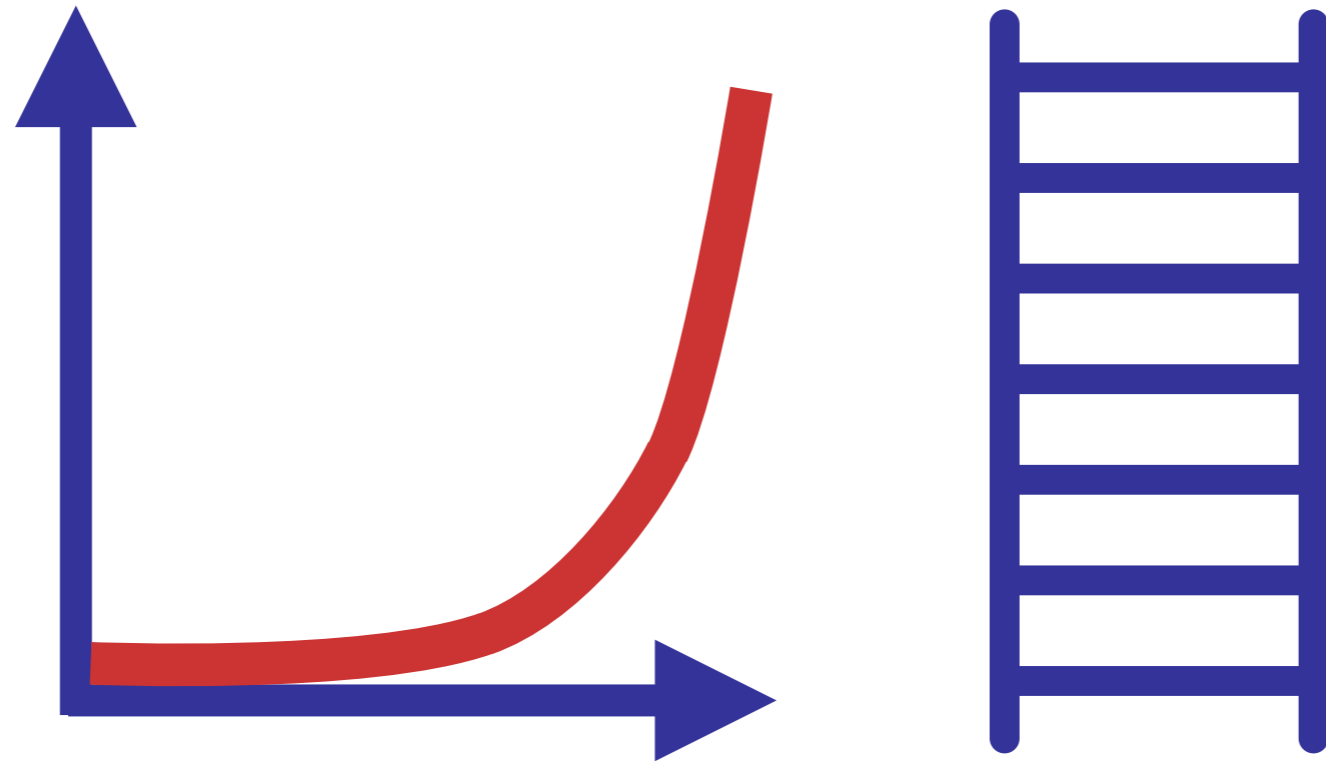
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**Implement**







# Curves and Ladders



Part 2

# The Ideas Marketing Curve



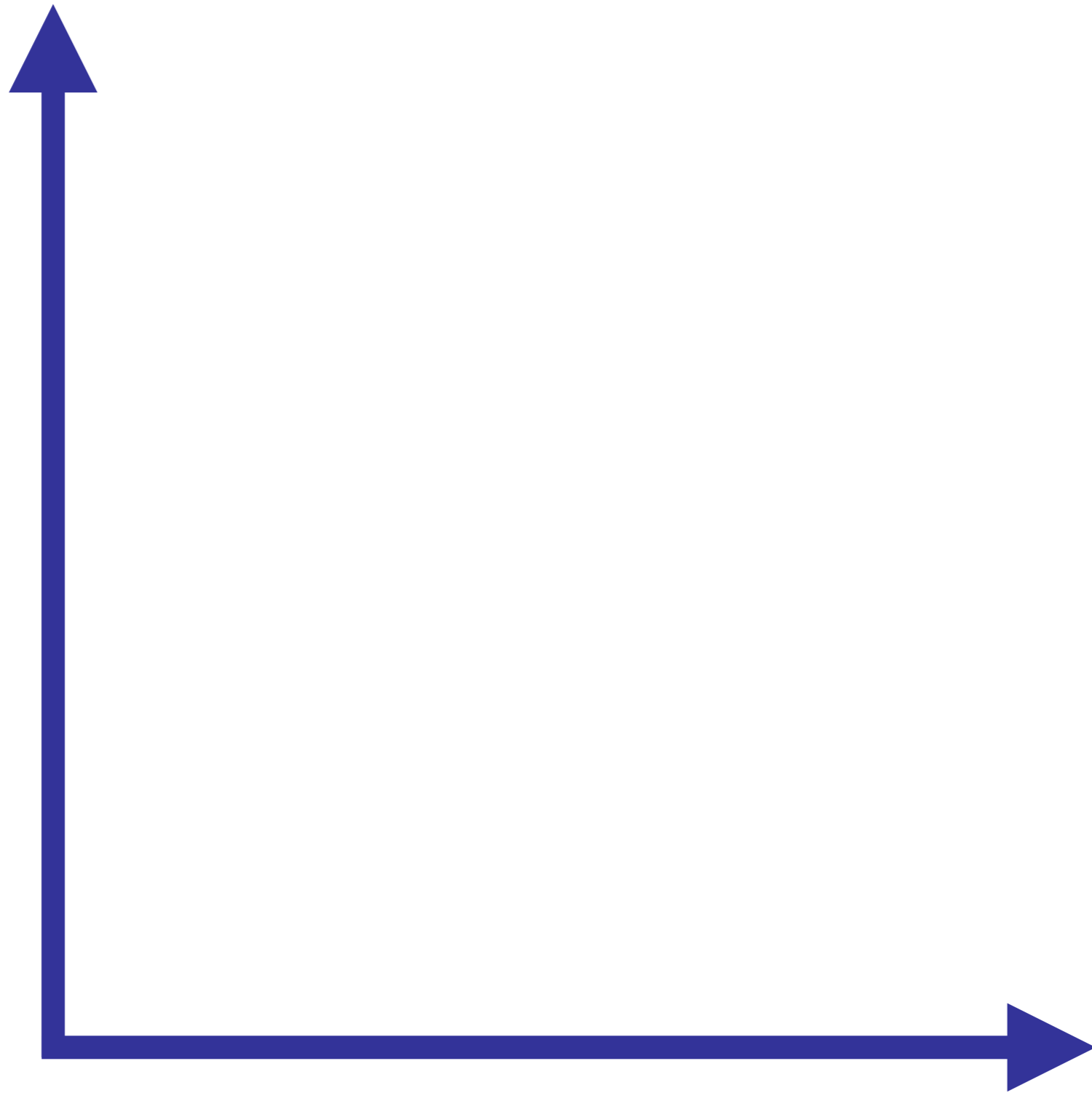
What are your offers?

Step 1 : Write a list of all the products and services you offer



# How much?

Step 2 : Put a price next to each offer



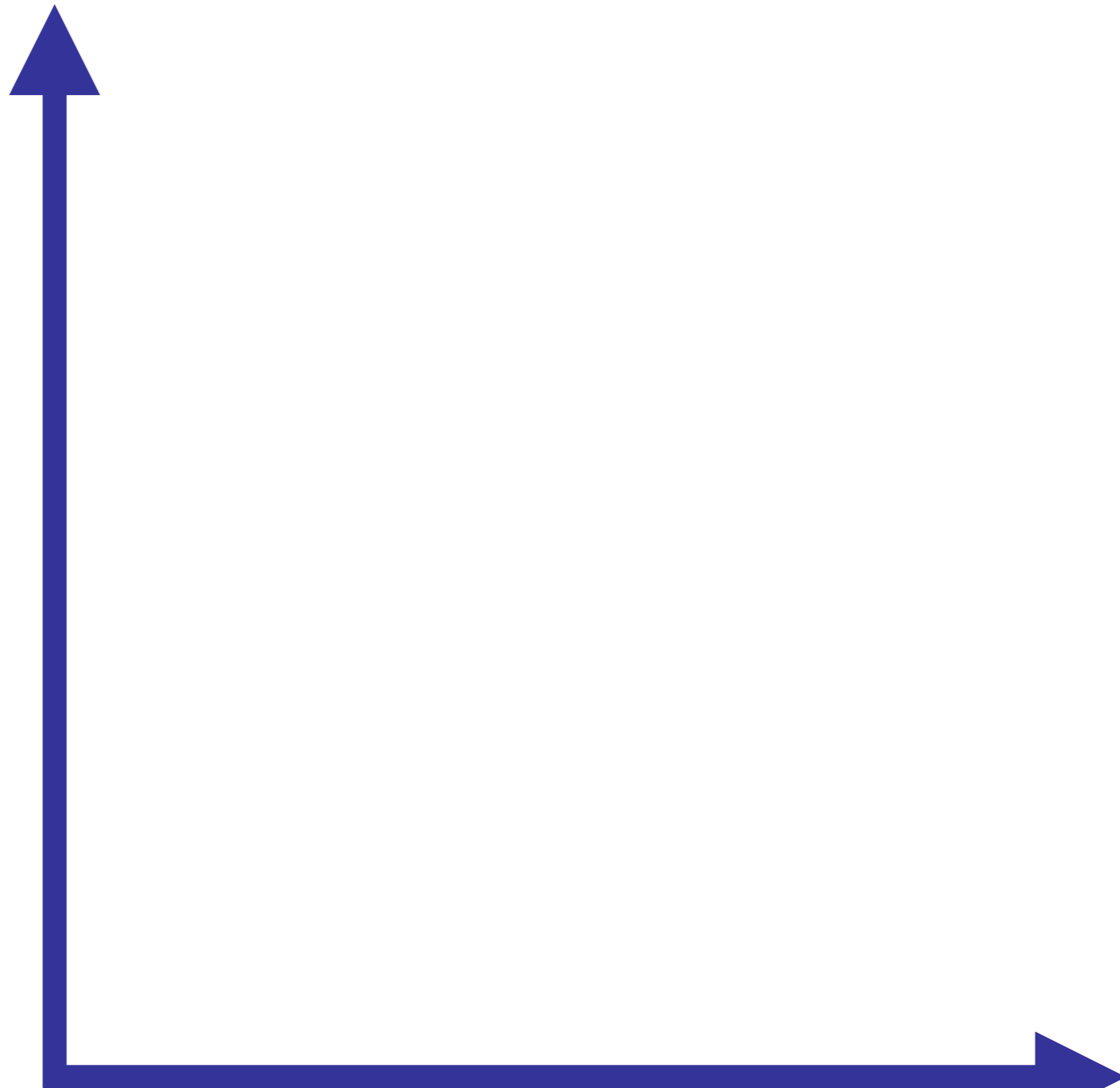
# The Ideas Marketing Curve



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# The Ideas Marketing Curve

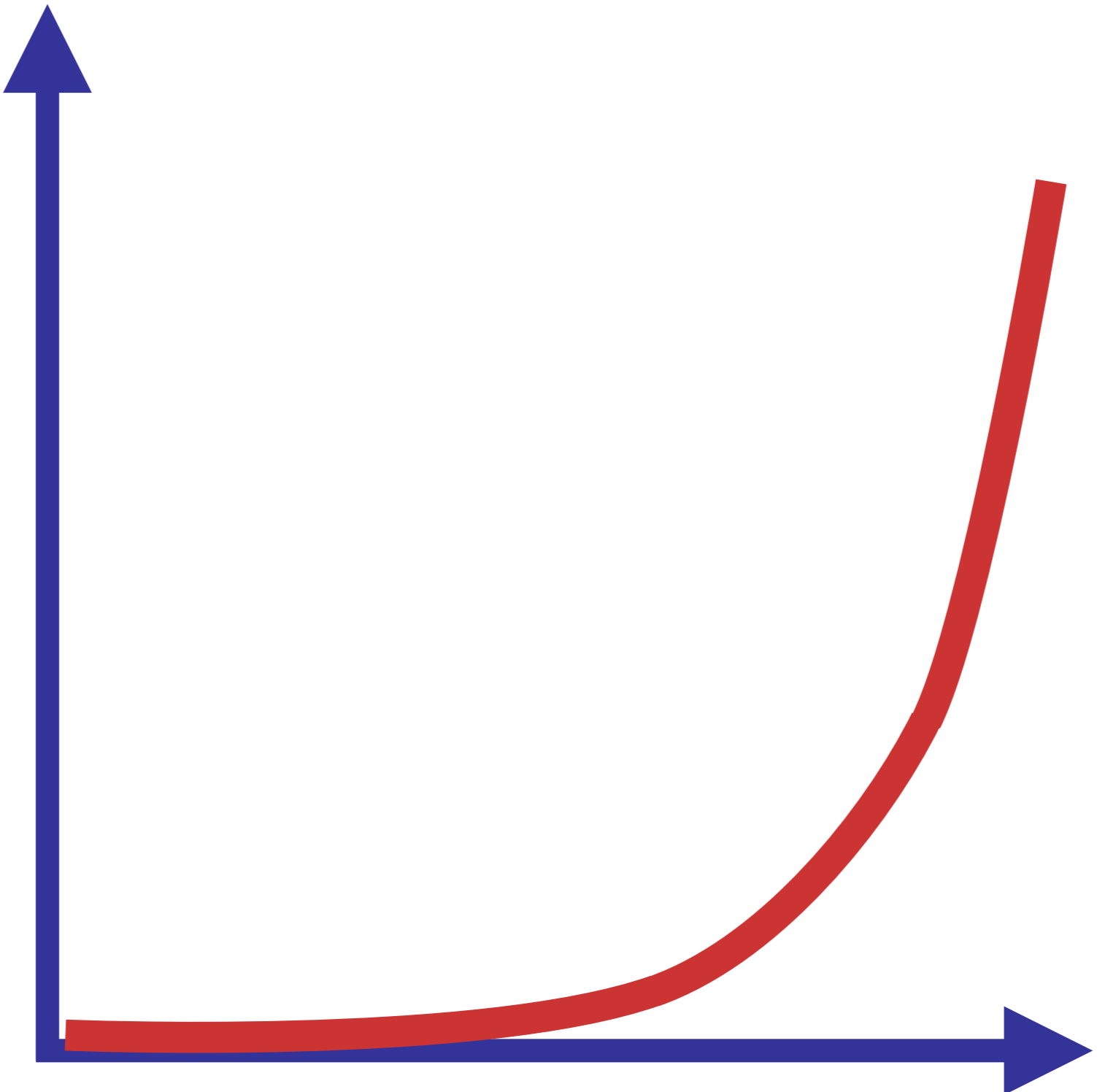
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Relationship

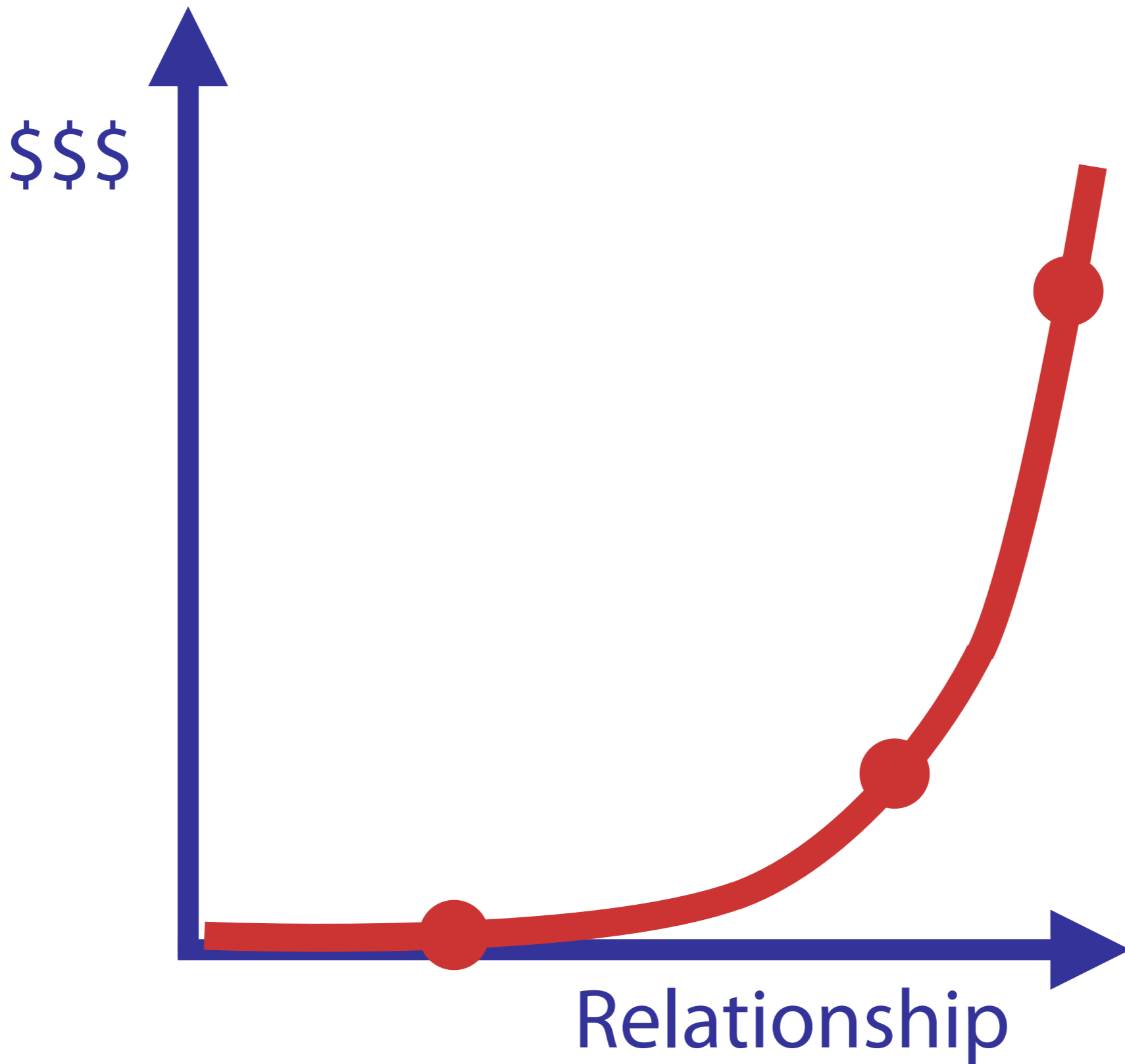
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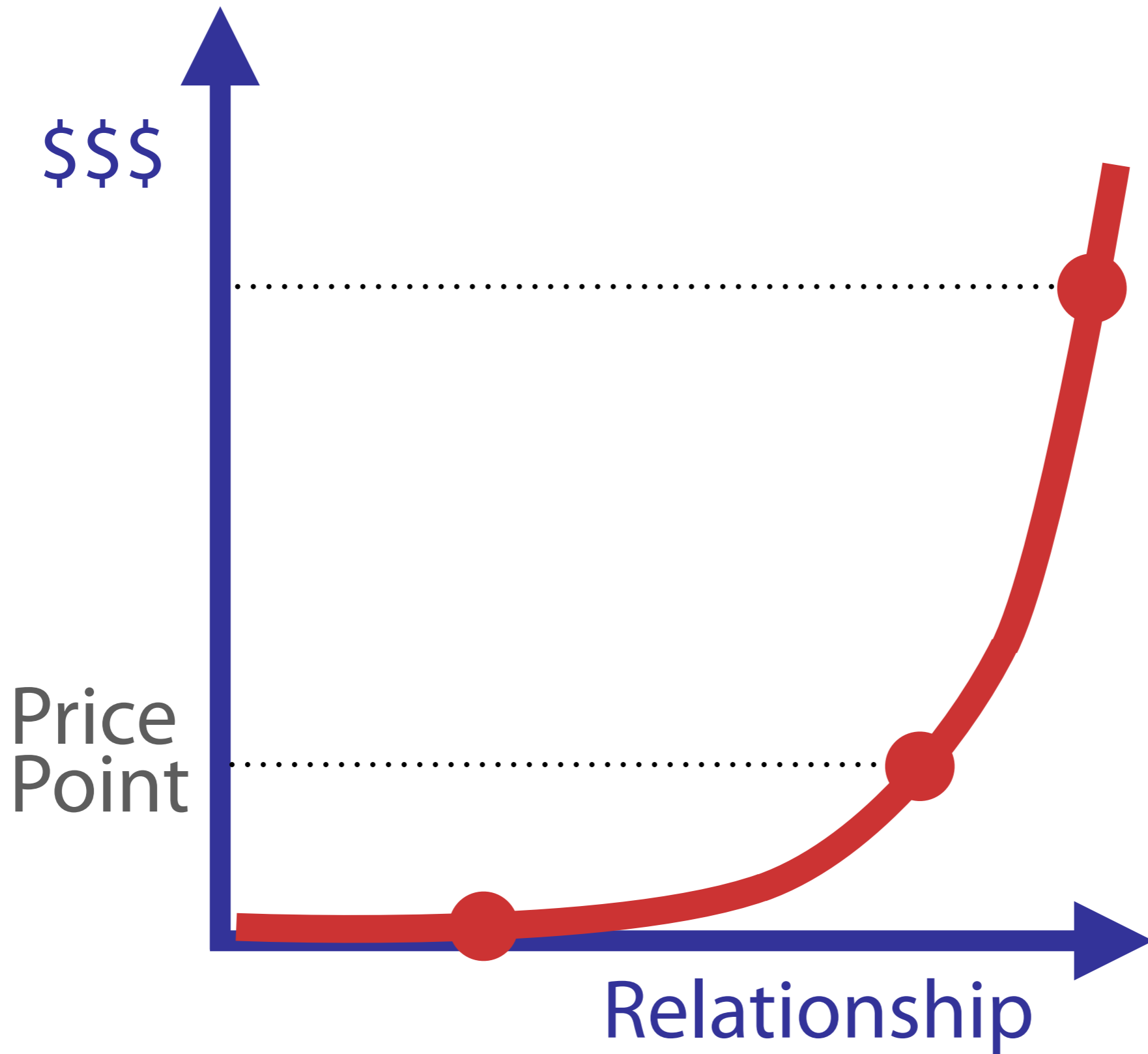


Relationship

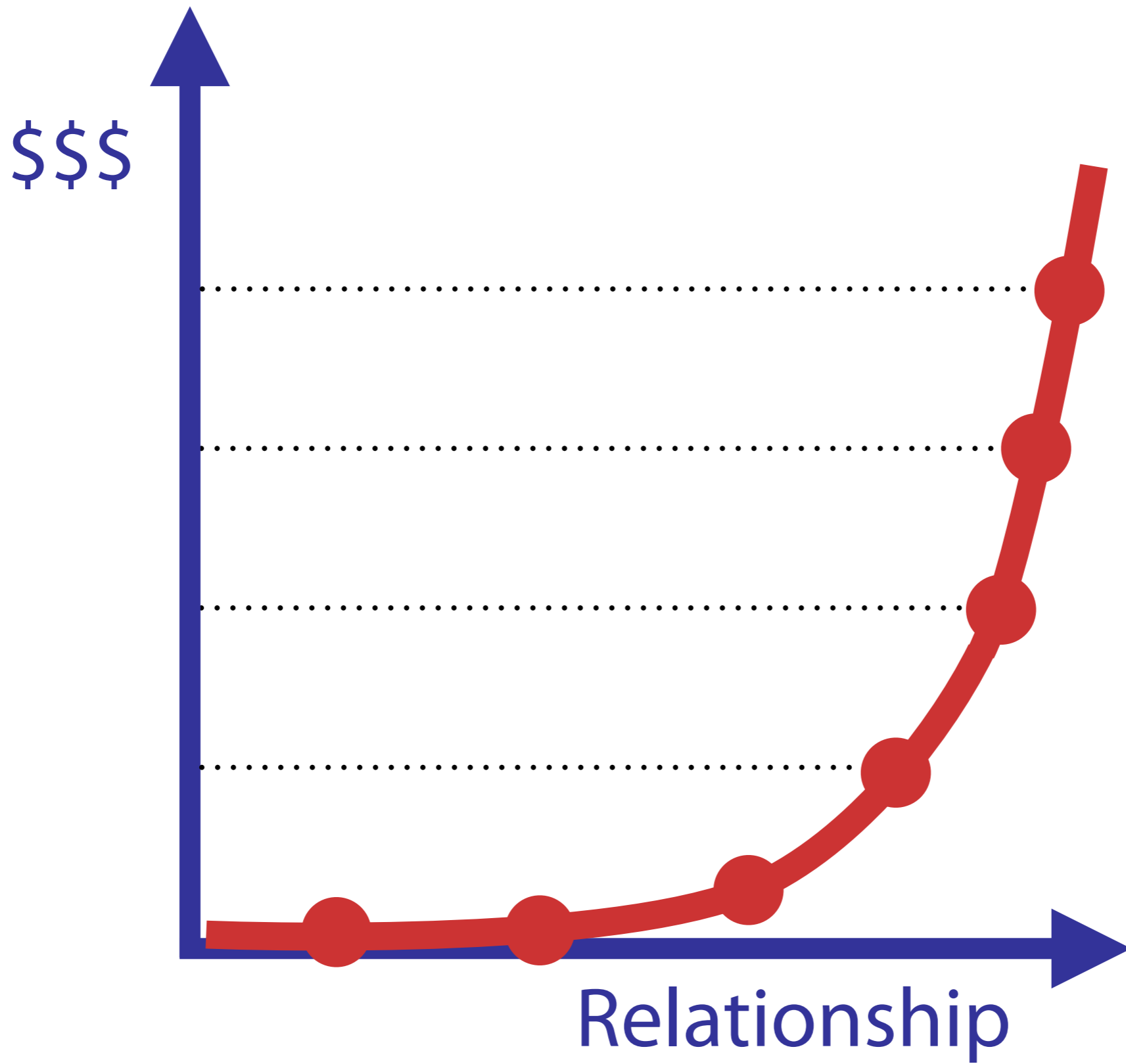
Ascension



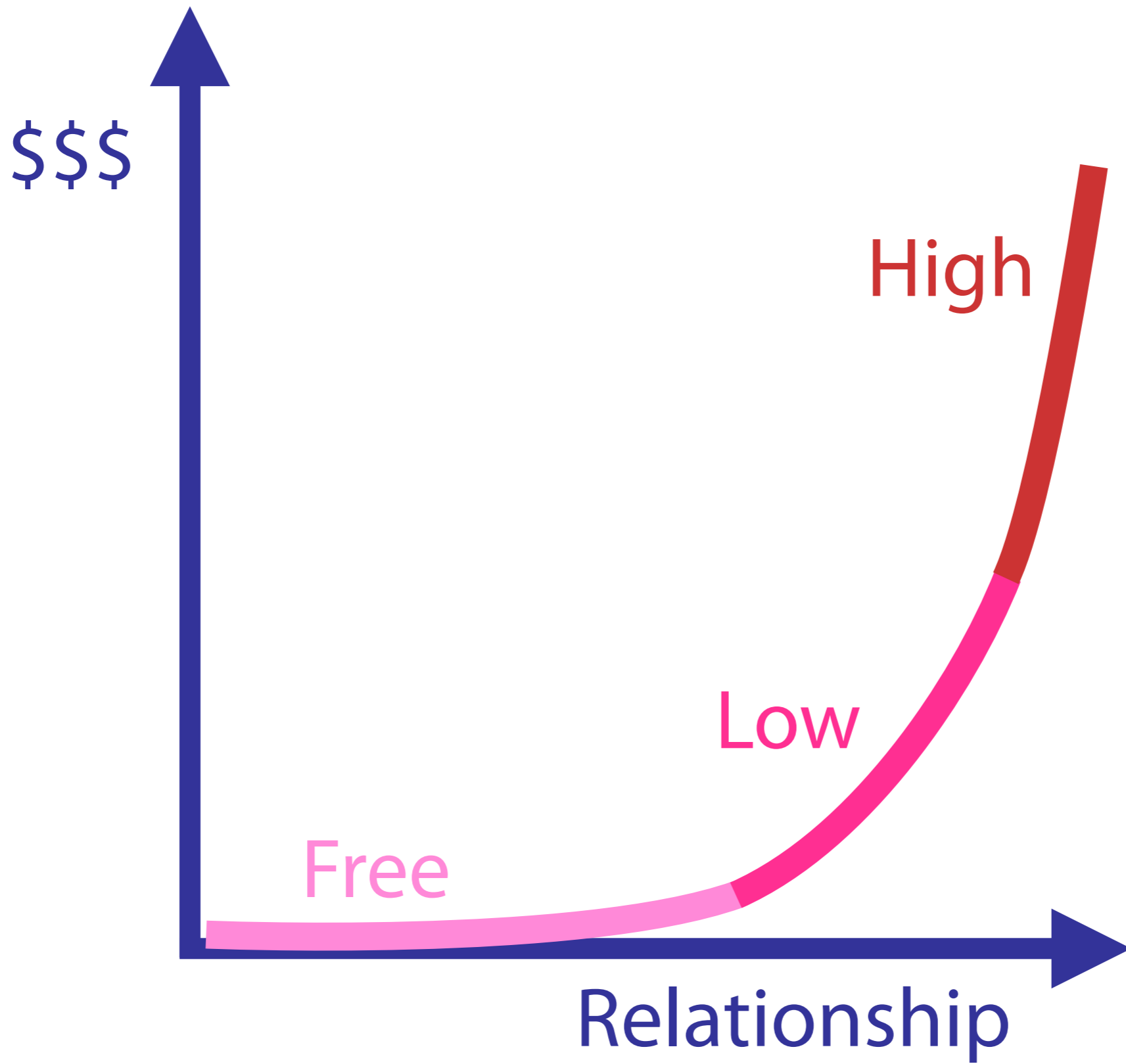
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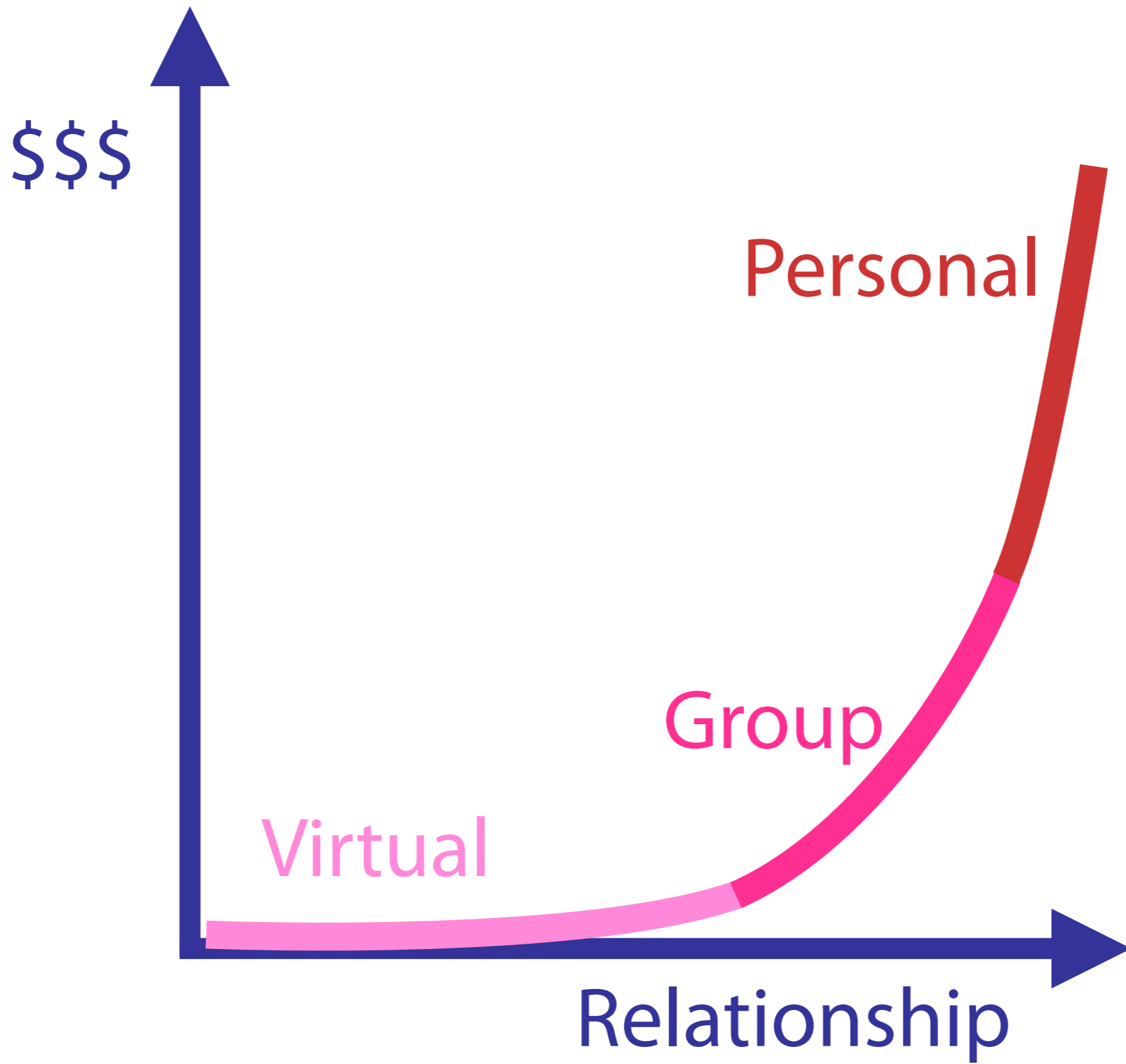
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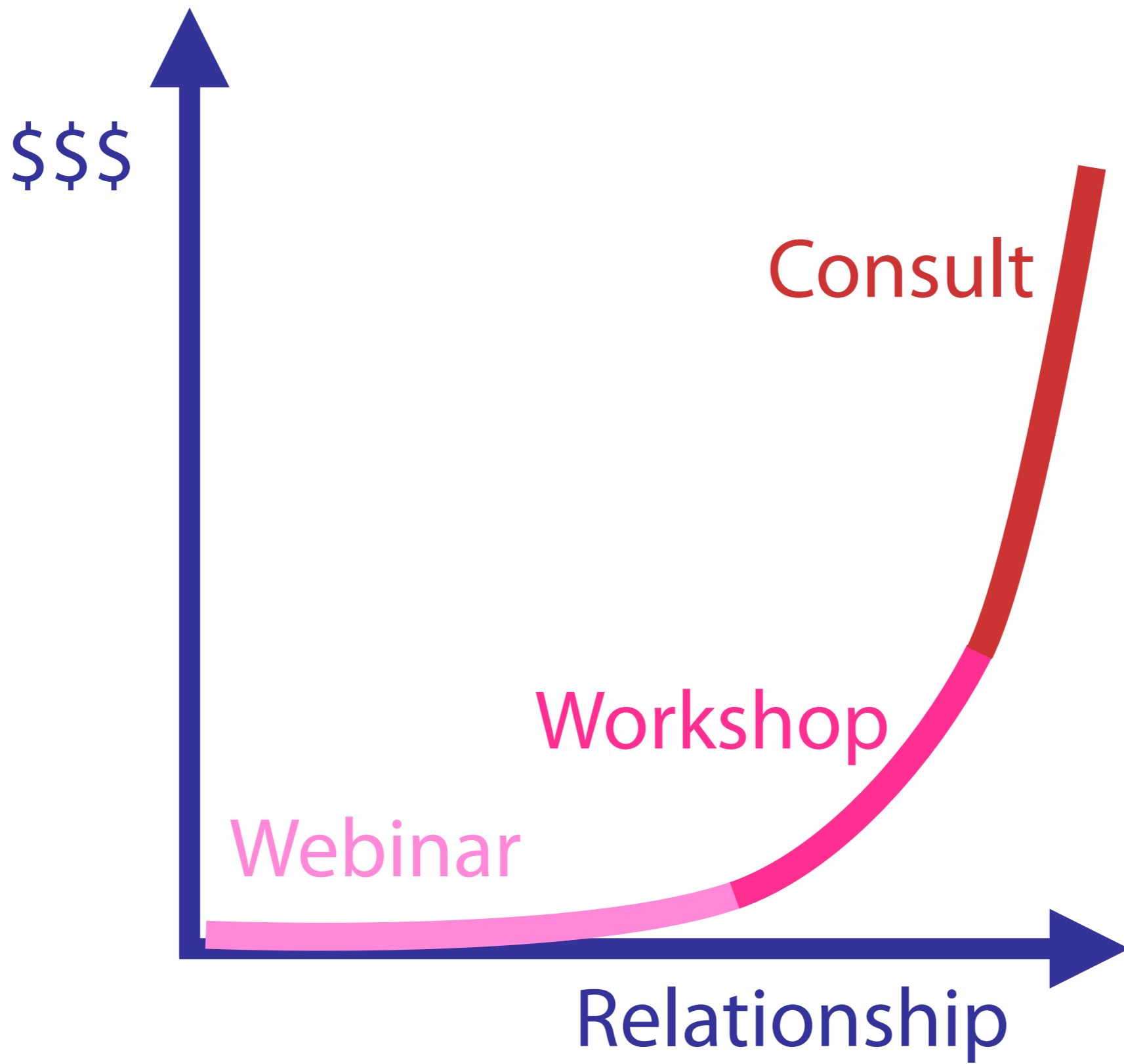
Step 3 : Map your seven offers!



Analysis : Product and Service Segments



Analysis : Three Typical Segments



Example : Ideas Marketing - My Business



# What's your City Circle Tram?

Analysis : What's your seed?



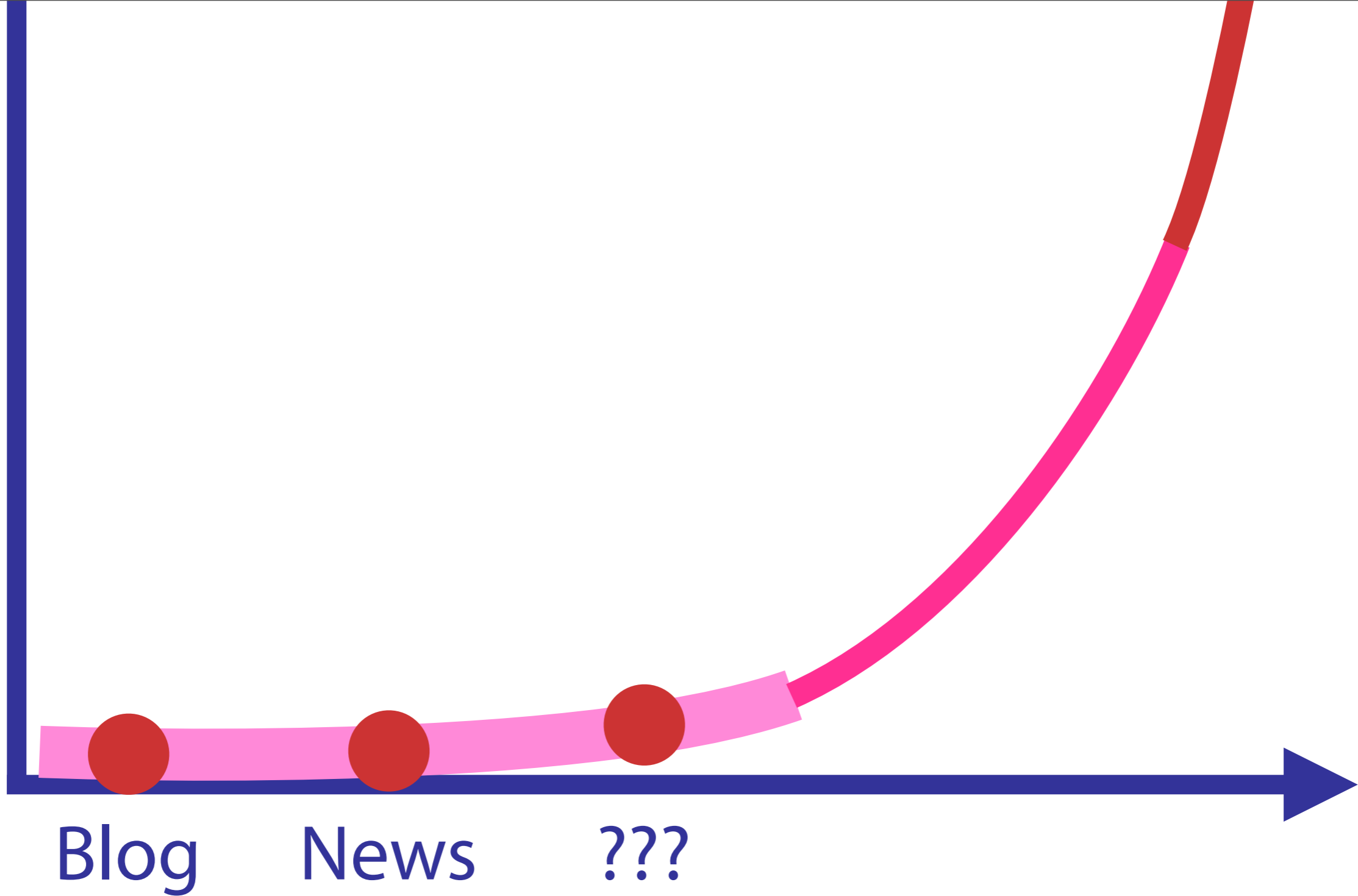
What's your Rolls Royce?

Analysis : Most profitable, strategic, enjoyable...



# What's your Ford?

Analysis : Good not great...



Analysis : Product and Service Segments

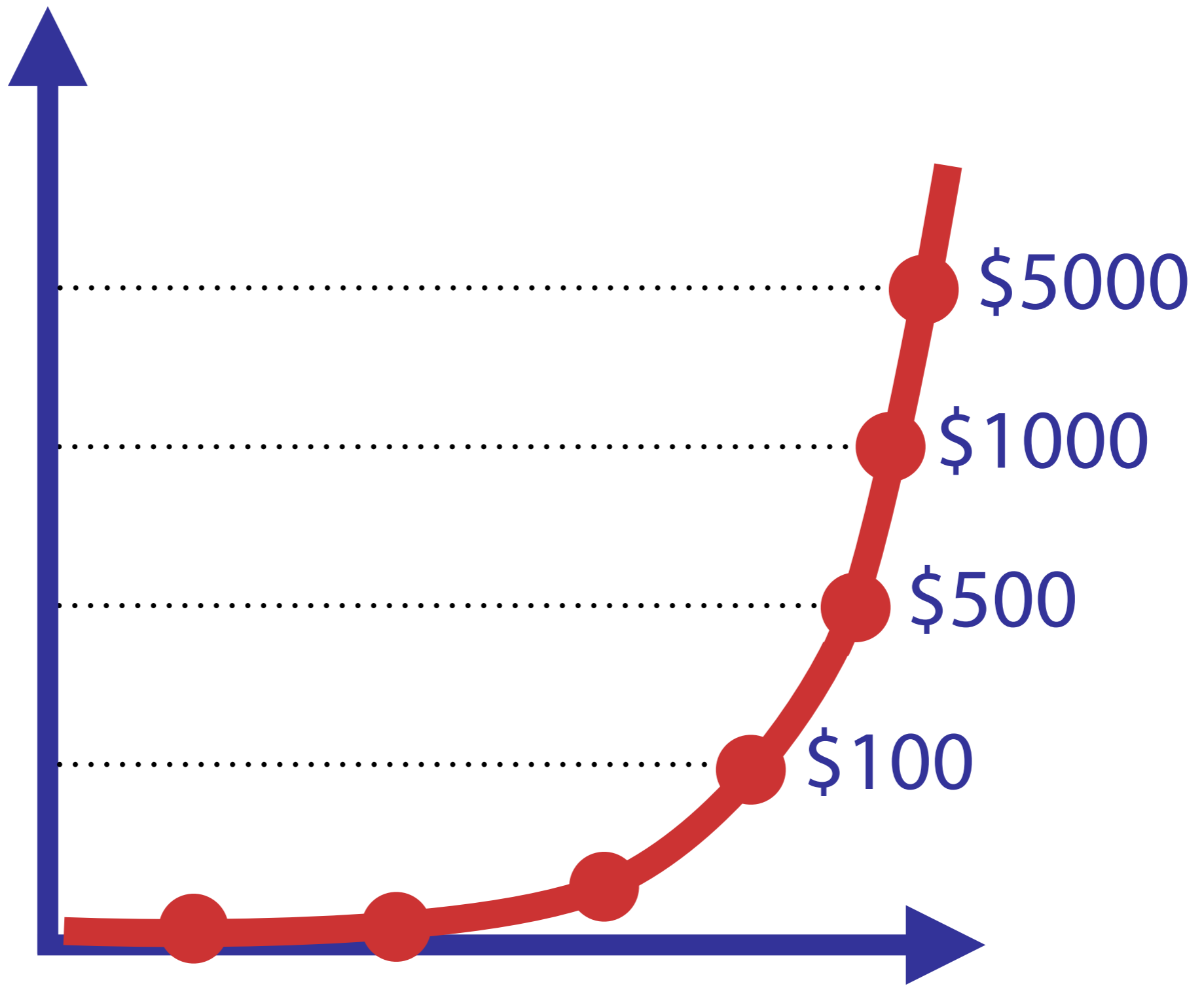


**Low Cost to You,  
High Value to Them**

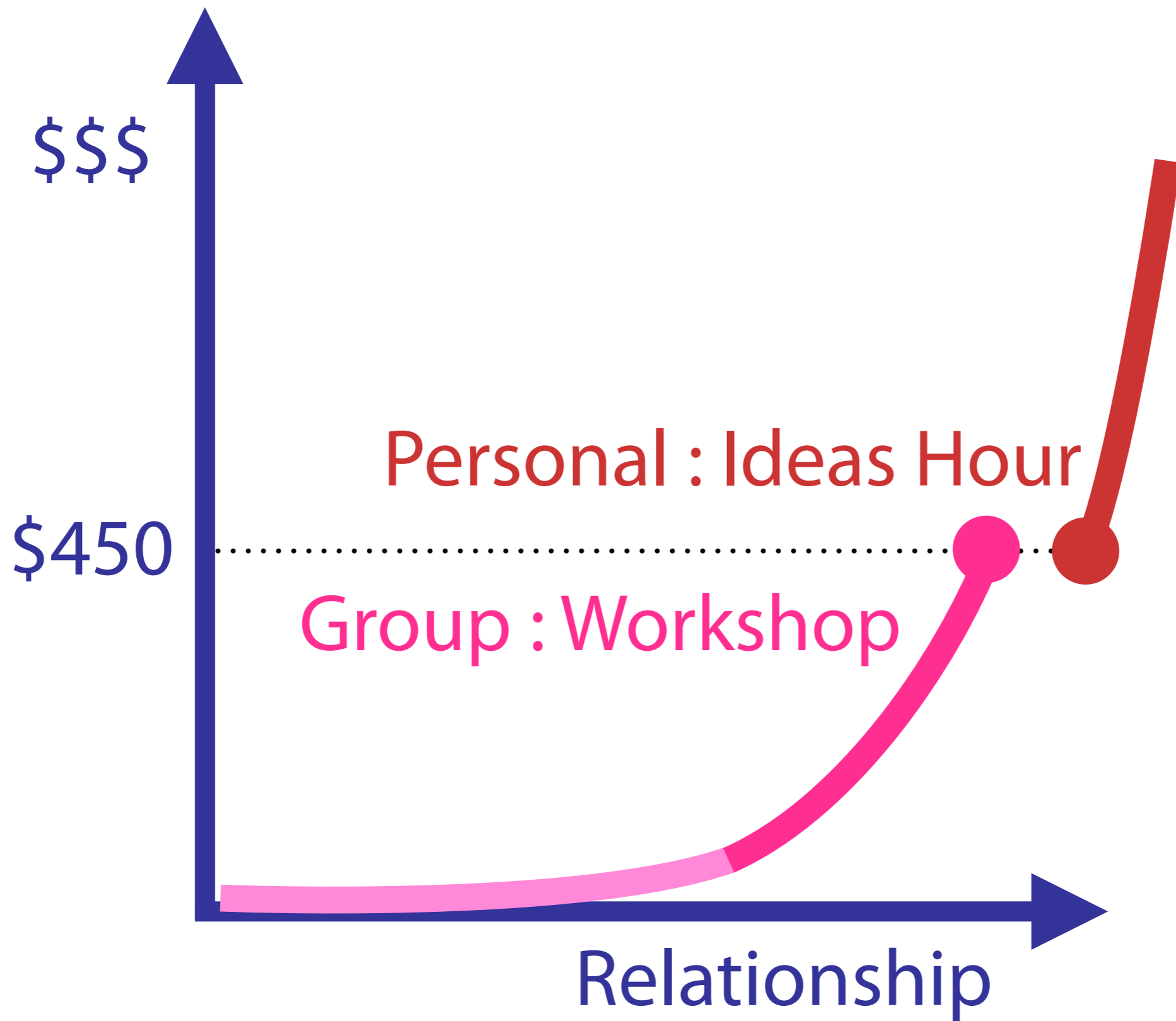


# Your Social Media Seeds

Social Media can be free and fee



What are your pricepoints? Any gaps?



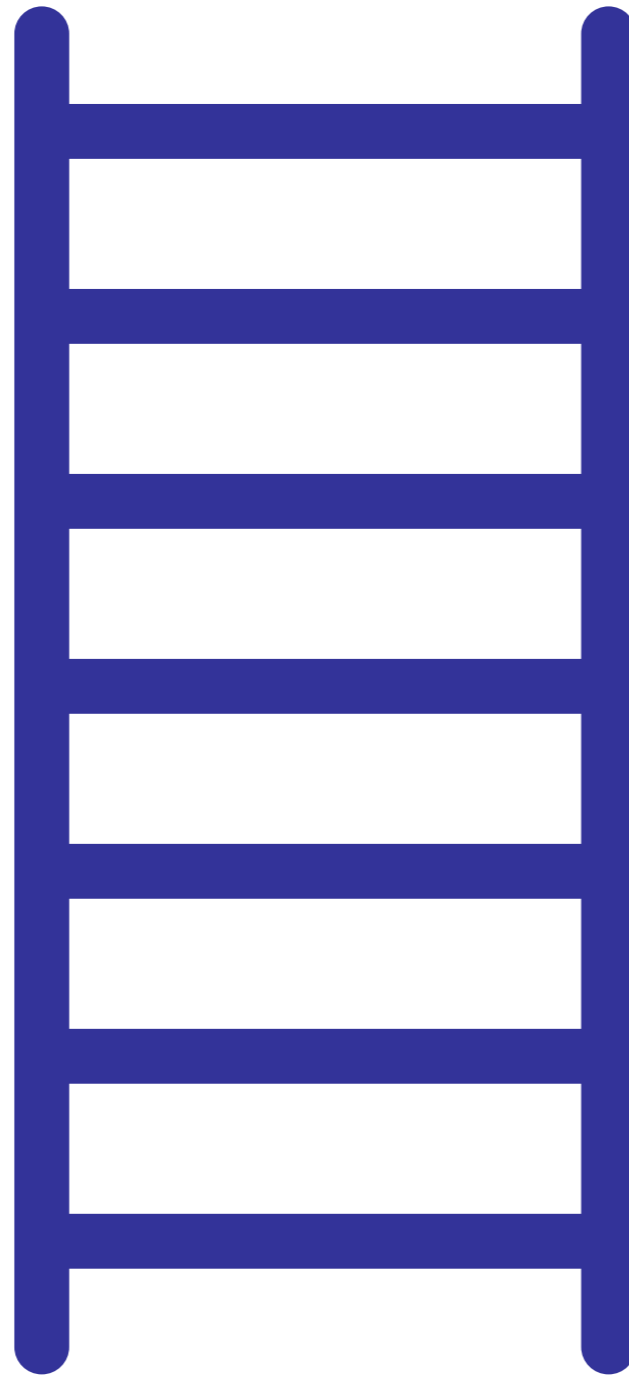
Is there a split or overlap?



Part 3

# The Ideas Marketing Ladder

Download Template: <http://geoffmc.com/qVRCcF>



RETAINER

CONSULT

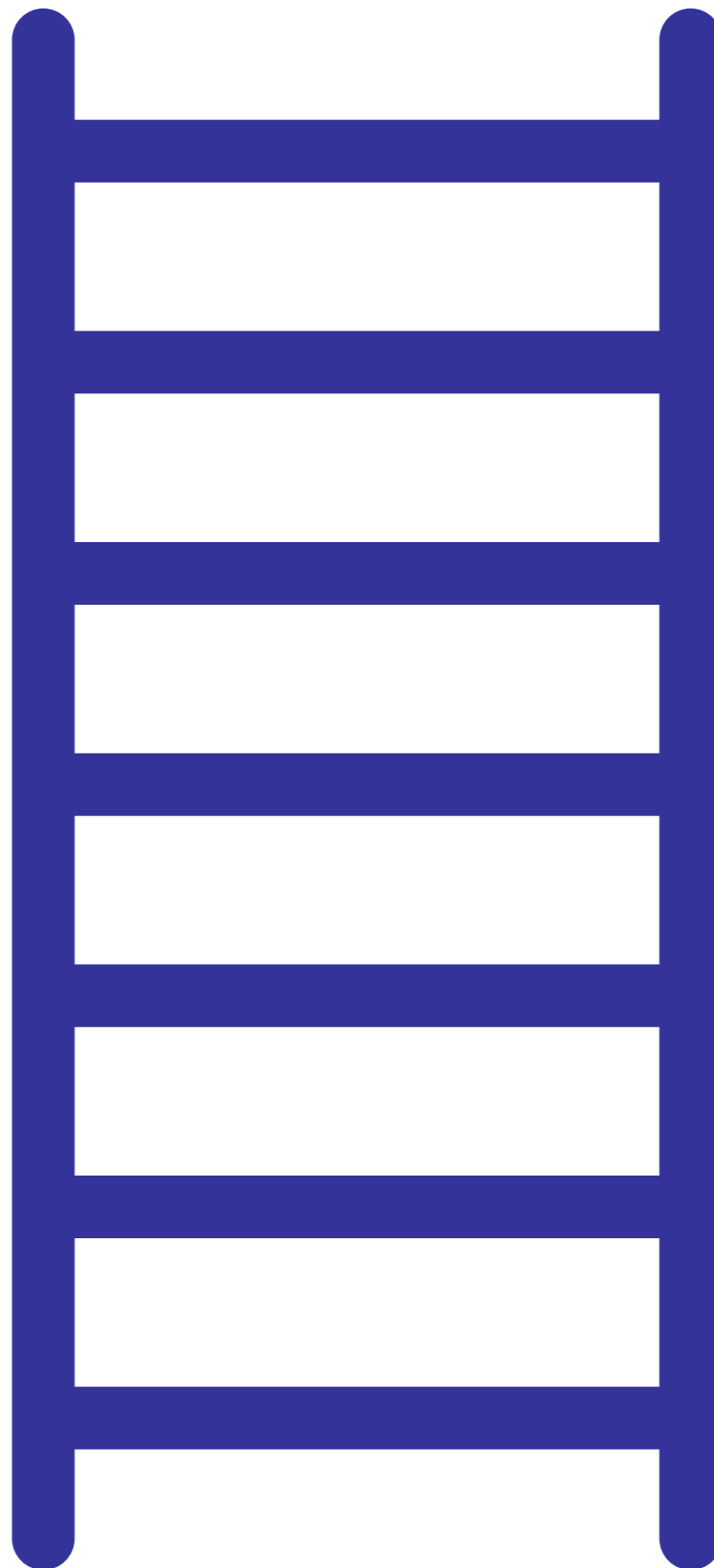
WORKSHOP

ONLINE COURSE

WEBINAR

NEWSLETTER

SOCIAL MEDIA



Step 1 : Map your 7 Offers onto your Ideas Marketing Ladder

# OFFER

- 1 Tactic
- 2 Tactic
- 3 Tactic

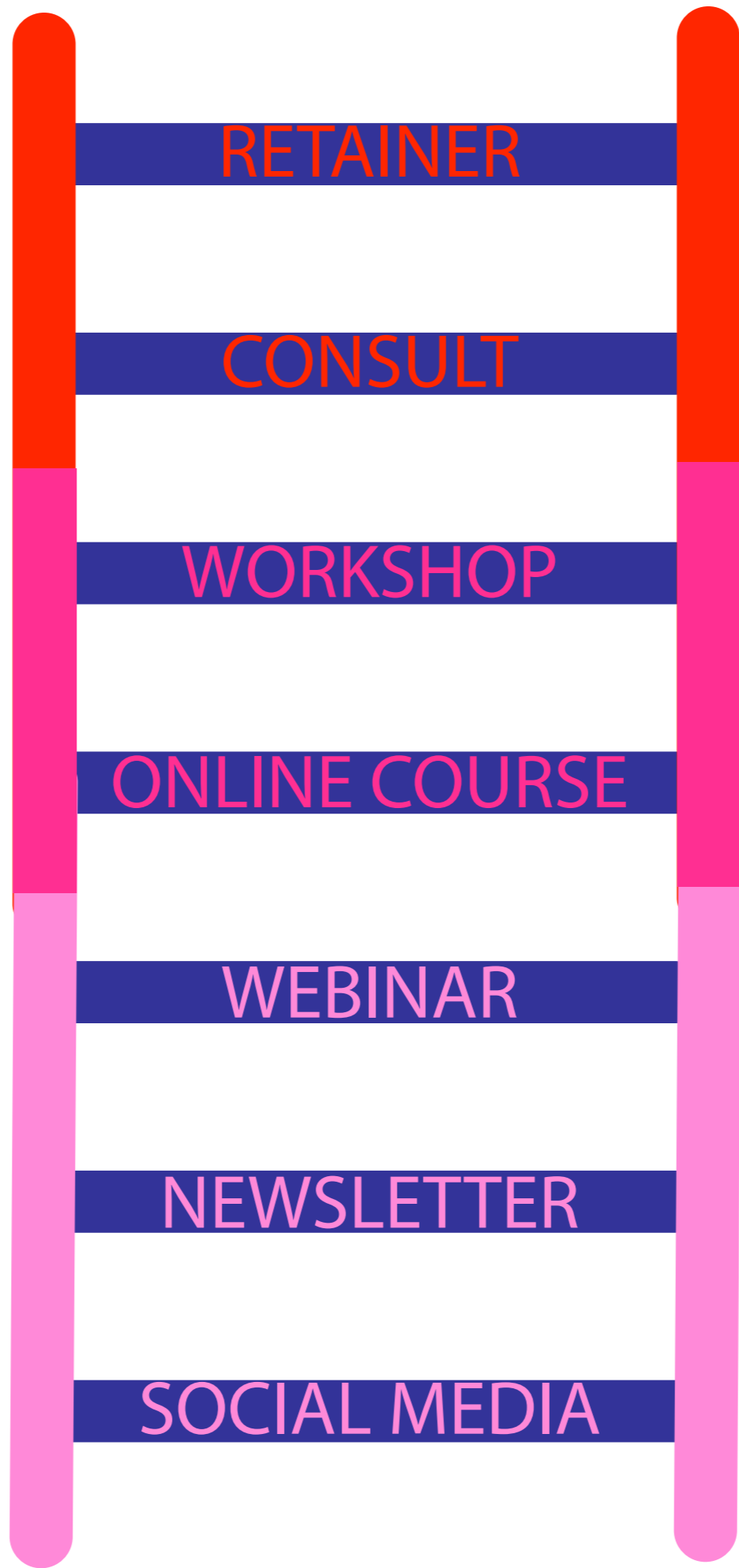
Tactic = What am I doing to attract people to my offer?



WEBINAR

NEWSLETTER

Ascension : Your previous offer is a tactic for your next offer



- 1
- 2
- 3

## WEBINAR

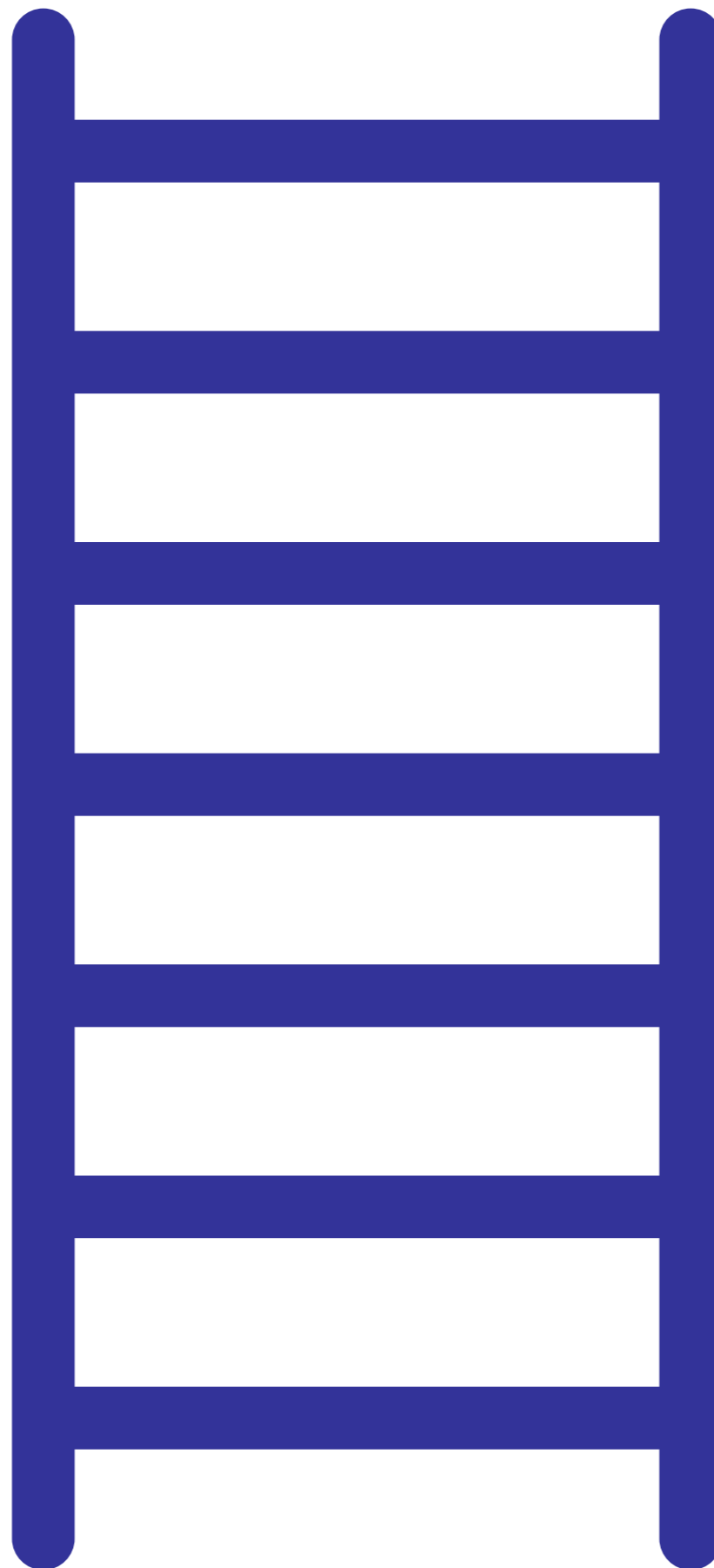
- 1 Promote in Newsletter
- 2 Special Offers
- 3 Links to Previous Recordings

## NEWSLETTER

- 1 Post on Newsletter Offer
- 2 Twitter feed from Newsletter
- 3 Facebook Page Sign-Up Form

## SOCIAL MEDIA

- 1 Blog
- 2 Twitter
- 3 Facebook

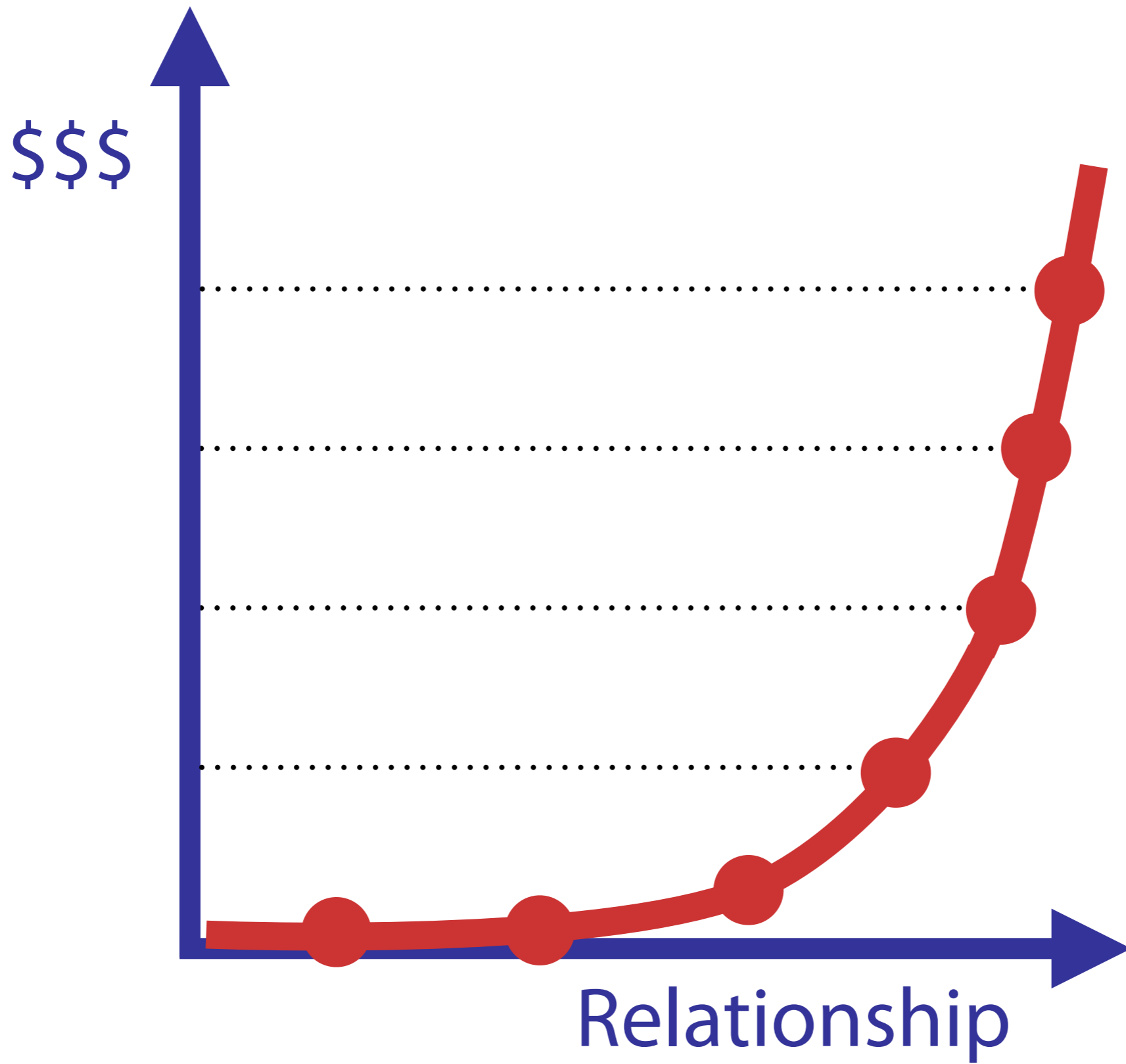


Step 2 : Write down three tactics that go with each of your offers



Part 4

# What's Next?



Map your offers!

1  
2  
3

## WEBINAR

1  
2  
3

## NEWSLETTER

1  
2  
3

## SOCIAL MEDIA

1  
2  
3

Complete your Tactics!



Review your...



Stick 'em on your wall!

# Put Your Hand Up!



September 15th 12:30-1:15pm [Facebook.com/IdeasMarketing](https://www.facebook.com/IdeasMarketing)

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# Design Your Business Game

Option 2 - How to be Excited About Your Business Every Day



Option 3 - The Top Ten Products You Need To Create

# Vote Now!



September 15th 12:30-1:15pm [Facebook.com/IdeasMarketing](https://www.facebook.com/IdeasMarketing)



# Workshop: How to Design, Build and Sell Your Ideas

Melbourne 14 October 8:30am - 5:00pm



\$450 +GST

# Workshop: How to Design, Build and Sell Your Idea

More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)



\$450 +GST

\$270 +GST

22nd September

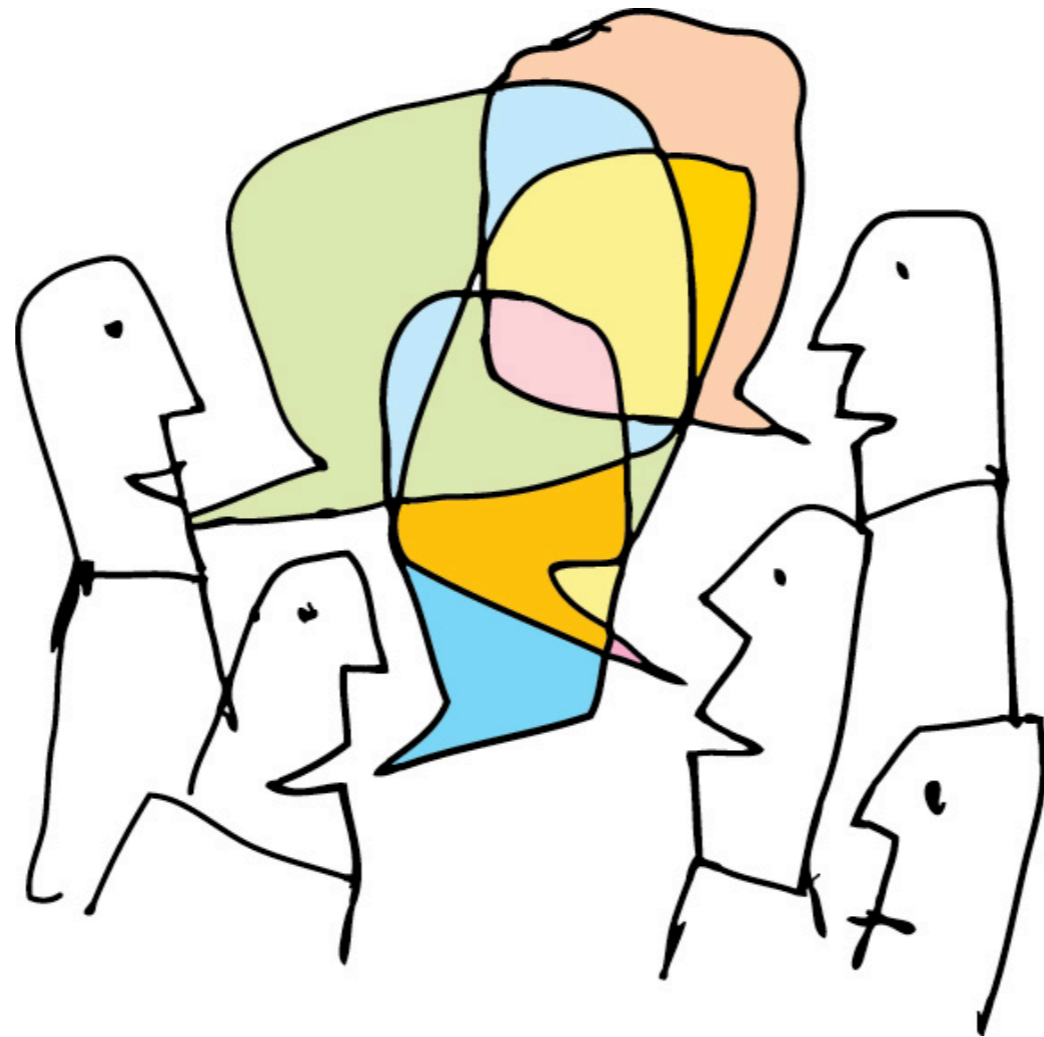
# Workshop: How to Design, Build and Sell Your Idea

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[IdeasMarketing.com.au/Webinars](http://IdeasMarketing.com.au/Webinars)



[Geoff@IdeasMarketing.com.au](mailto:Geoff@IdeasMarketing.com.au)



To learn more, teach others!