

Regina Y. Favors Website

Favors Pre- Marketing Plan Checklist

Part of the Favors Marketing Lessons

Regina Y. Favors

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TABLE OF CONTENTS

Favors Pre-Marketing Plan Checklist4

Learning Objectives4

Video Lessons5

Learning Resources5

Links/Contacts/Social Media5

Forthcoming Title6

Considering the Logo + Message7

Task #1: Research.....7

Logo + Brand7

Designing the Marketing Strategy.....9

Task #2: Know Your Market.....9

Act of Market10

The Tentative Marketing Plan11

Task #3: Outline.....11

Standard Headings11

SMART.....14

Task #4: Define your business goals.....14

What is your SMART?.....14

Table. Example of Business Goal and Marketing Goal.....16

Table: Business Goal vs. Marketing Goal.....18

Pre-Event Planning Questionnaire.....19

Task #5: plan an event.....19

Objective.....19

Definable Roles20

Three Stages of Event Planning.....22

Thematic Fit22

Areas of Responsibility.....23

Budget Guidelines.....23

Event Planning Contract.....23

Non-Employee.....23

Event Contract.....24

Business Objectives.....25

Final Considerations.....26

About Favors Marketing Lessons (FMS)28

About Favors Business Solutions (FBS).....28

Publications28

Regina Y. Favors Website29

FAVORS PRE-MARKETING PLAN CHECKLIST

The Favors Pre-Marketing Plan Checklist is a guided document that helps you to consider the important questions related to adopting a digital marketing plan for your product and/or small business. You are not expected to answer all the questions, but you are expected to understand what all goes into the pre-planning phase(s) of creating a tentative marketing plan and then subsequently a finalized marketing plan.

Without some insight into what goes into creating the marketing plan and how you should begin the drafting phases, you might adopt the belief that digital marketing is simply a trial-and-error strategy that you sometimes get right and sometimes get wrong. In most cases, all forms of marketing have their haphazard strategies, but even in the hastiest of marketing constructions, there still lies some strategy that needs fine-tuning and focus.

Therefore, taking the time to journal and/or outline what is most important and how you should plan your digital marketing efforts for your small business is tantamount to ensuring success or at least considering the measures of success.

The tasks within this Pre-Marketing Plan Checklist follow a simple structure:

- Review
- Watch
- Complete

If you follow this organization, you will be able to navigate this document successfully.

Review the learning resources and videos also for insight.

LEARNING OBJECTIVES

By the end of this worksheet, students and workshop participants will be able to do the following:

- Review the video lesson on the concept.
- Research sample logos with branding message.
- Outline a sample logo for your business (if applicable).
- Review your logo for its branding message.
- Complete the pre-marketing plan checklist.

VIDEO LESSONS

To complete this Pre-Marketing Plan Checklist, review the following video titles:

- [Favors Marketing Lessons: Pre-Marketing Plan Checklist](#)
- [Favors Marketing Lessons: Marketing Goals Worksheet](#)

This is the primary video connected to the checklist. There are additional videos available on YouTube. Here are the titles and links:

- [Favors Marketing Lesson: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
- [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

Both videos function as online workshops prepared for a small business owner specializing in digital marketing. Use of the videos is subject to fair use.

LEARNING RESOURCES

The learning resources for this marketing goals worksheet are based on the Regina Y. Favors Website Tentative Marketing Plan (full and condensed) and the Regina Y. Favors Website Digital Marketing Plan, Campaign #1. Here are the links to the resources:

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)
- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1](#)

Both source materials are helpful for understanding the individual elements of preparing the tentative marketing plan. They are available on Amazon.com for purchase.

LINKS/CONTACTS/SOCIAL MEDIA

The contact information includes website and social media pages:

- Website: www.reginayfavors.com
- Amazon author page: <https://amazon.com/author/reginayfavors>
- Facebook author page: <https://www.facebook.com/lifereboundrecovery>
- Instagram: <https://www.instagram.com/reginayfavors/>

- Twitter: <https://twitter.com/reginayfavors>
- LinkedIn: <https://www.linkedin.com/in/regina-y-favors-a8887724/>
- YouTube: <https://www.youtube.com/@reginayfavors>

FORTHCOMING TITLE

The following title is in progress.

- Favors Marketing Lessons 101: A Workbook and Action Planning Guide

It will house all the worksheets and references to online lessons.

Please review and complete Pre-Marketing Plan Checklist for insight.

CONSIDERING THE LOGO + MESSAGE

TASK #1: RESEARCH

Review

Research sample logos. You may choose a commercial brand or a small business logo. What message is evoked from reviewing the logo. You may consider also reviewing the company's mission statement.

Watch

Watch the videos titled:

- Favors Marketing Lessons: Pre-Marketing Plan Checklist
- Favors Marketing Lessons: Logo + Branding: Introductory Principles of Marketing for Emerging Small Business Owners

Complete

Complete this section of the Pre-Marketing Plan Checklist.

LOGO + BRAND

Do you have a logo?

Have you established the promise connected to the logo?

Do you know your marketing goals?

Have you created a marketing strategy?

Do you have a marketing plan?

DESIGNING THE MARKETING STRATEGY

TASK #2: KNOW YOUR MARKET

Review

Research your market. Choose any brand similarly to the market you desire to serve. Consider the specializations of the market. Are there any gaps in your knowledge base about this market? How will you close those gaps? Determine if you will need a specialization for the market you want to enter.

Watch

Watch the videos titled:

- Favors Marketing Lessons: Pre-Marketing Plan Checklist
- Favors Marketing Lessons: Logo + Branding: Introductory Principles of Marketing for Emerging Small Business Owners

Complete

Complete this section of the Pre-Marketing Plan Checklist.

ACT OF MARKET

Do you know your market?

Do you know what marketing engines mean?

Do you know your marketing tools and/or resources?

Have you considered one or more marketing strategies?

Do you have a marketing budget?

THE TENTATIVE MARKETING PLAN

TASK #3: OUTLINE

Review

Research sample marketing plans by conducting a keyword search. Print at least one of those samples and review the standard subheadings connected to that marketing plan. For your brand or small business, you will need to tailor some of the subheadings so that they make sense for your marketing goals. Keep in mind that you will need to know your mission statement, or this can be the time for you to draft one based on your business goals. Regardless, you must know your business to market your business.

Watch

Watch the videos titled:

- Favors Marketing Lessons: Pre-Marketing Plan Checklist
- Favors Marketing Lessons: Logo + Branding: Introductory Principles of Marketing for Emerging Small Business Owners

Complete

Complete this section of the Pre-Marketing Plan Checklist.

STANDARD HEADINGS

What is your business summary?

What are your business initiatives?

Have you conducted an online consumer analysis?

Have you determined your online customer?

Have you conducted a competitor analysis?

Have you conducted a SWOT analysis?

Do you know your market strategy?

What is your budget?

Do you understand the concept of marketing channels?

Do you have financial projections?

SMART

TASK #4: DEFINE YOUR BUSINESS GOALS

Review

Research sample business goals and/or business initiatives. Typically, if you download the annual report from a major company’s website by visiting the “Investors” tab, you will be able to review what business goals and initiatives are from that company’s advertising position and how you might draft your own based on your company’s mission. Make a habit of reviewing the annual reports of companies that interest you and that fall within your industry’s limits. Review also their mission statements because certain statements provide insight for how they utilize business goals to push the company forward. Just remember that a clear business goal informs a marketing goal.

Watch

Watch the videos titled:

- Favors Marketing Lessons: Pre-Marketing Plan Checklist
- Favors Marketing Lessons: Logo + Branding: Introductory Principles of Marketing for Emerging Small Business Owners

Complete

Complete this section of the Pre-Marketing Plan Checklist.

WHAT IS YOUR SMART?

What is a business goal?

What is a marketing goal?

Choose one or both to create the SMART.

Example Business Goal:

The immediate business objectives are to 1) build brand awareness through content generation and 2) initiate share potential by driving traffic to website.

Example Marketing Goal:

Using Facebook digital ads, the goal is to create brand awareness of Product A.

Using Facebook digital ads, the goal is to drive traffic to the company's website to build brand awareness.

TABLE. EXAMPLE OF BUSINESS GOAL AND MARKETING GOAL

Acronym	Business Goal	Marketing Goal
S: Specific	Build brand awareness through content generation. Initiate share potential by driving traffic to website.	Using Facebook digital ads, the goal is to create brand awareness of Product A. Using Facebook digital ads, the goal is to drive traffic to the company's website to build brand awareness.
M: Measurable		
A: Actionable		
R: Relevant		
T: Time Bound		

What is your business goal?

What is your marketing goal?

What is your Specific?

What is your Measurable?

What is your Actionable?

What is your Relevant?

What is your Time Bound?

TABLE: BUSINESS GOAL VS. MARKETING GOAL

Use the table to view a side-by-side comparison

Acronym	Business Goal	Marketing Goal
S: Specific		
M: Measurable		
A: Actionable		
R: Relevant		
T: Time Bound		

PRE-EVENT PLANNING QUESTIONNAIRE

TASK #5: PLAN AN EVENT

Review

Research one book and/or conference event that you desire to attend for exhibitor purposes. Decide whether attendance is financially feasible. In addition, research sample event plans to get an understanding of the importance of planning the event. Conduct a Google search to access a “sample event plan.” Review any contracts the book fair or event offers so that you know for certain that what you desire to do (i.e., build brand awareness, drive traffic to your website) and market (i.e., book, website, other product) is a thematic fit for the event.

Watch

Watch the videos titled:

- Favors Marketing Lessons: Pre-Marketing Plan Checklist
- Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners

Complete

Complete this section of the Pre-Marketing Plan Checklist.

OBJECTIVE

What is your objective for attending a book fair and/or event?

Why do you desire to sell products and/or market at a book fair and/or event?

What is your business goal for attending a book fair and/or event?

What is your marketing goal for attending a book fair and/or event?

Do you have sales goals for the book fair and/or event?

Is your goal to increase brand awareness of your product and/or service at a book fair and/or event?

DEFINABLE ROLES

Do you have an event team?

Do you have a budget for your event team?

Do you have a project manager?

Do you have a scheduler?

Do you have a creative designer?

Do you have a marketing and communications person?

Do you need software to keep track of the schedules, actions, and coordination of employee roles?

THREE STAGES OF EVENT PLANNING

The following three stages of event planning focus on preparation for a book fair and/or event.

THEMATIC FIT

What is the theme of the intended book fair and/or event?

Does your marketing goal(s) support the theme of the book fair and/or event?

Are you ready to attend the book fair and/or event?

AREAS OF RESPONSIBILITY

Do you know your capability and capacity?

Do you know your team's capability and capacity?

BUDGET GUIDELINES

Do you know your budget?

EVENT PLANNING CONTRACT

NON-EMPLOYEE

Have you created a freelance/independent contractor agreement?

Have you designed volunteer guidelines/policy?

Have you created a budget for non-employee work activities?

EVENT CONTRACT

Have you read the contract for the book fair and/or event?

Have you read the proposal for the book fair and/or event?

BUSINESS OBJECTIVES

Have you protected the business and/or brand?

Have you filed appropriate business formation paperwork?

Have you filed copyright, patent, and/or trademark paperwork?

Have you read the contracts associated with the book fair and/or event?

Do you know the payment terms for the contract, book fair, and/or event?

Do you know the cancellation policies for the book fair and/or event?

FINAL CONSIDERATIONS

Have you reassessed or determined your business objectives and marketing goals?

Do you have a reasonable, feasible marketing budget?

Have you built an appropriate team based on capability and capacity?

Do your business objectives and marketing goals align with the event theme?

Do you have an appropriate marketing and promotions plan?

Does your marketing plan include a social media marketing plan?

What tools will you use to measure success?

ABOUT FAVORS MARKETING LESSONS (FMS)

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

ABOUT FAVORS BUSINESS SOLUTIONS (FBS)

Favors Business Solutions (FBS) is the commercial arm of the Regina Y. Favors Website, which supports the tenets of the Regina Y. Favors Learning Center, d.b.a. Favors Learning Center. As a newly developed entity, FBS provides the following products and services:

- Marketing plans
- Digital advertising campaign planning and consulting
- Ghostwriting for business and self-help topics
- Technical writing services, including handbooks and training manuals
- Event planning research
- Video and learning materials, including marketing lessons and downloadable worksheets
- Workshop facilitation and development
- Marketing templates
- Sample case study development

The vision of Favors Business Solutions is to be the preferred provider of online business lessons and educational materials. The mission of Favors Business Solutions is to educate, prepare, and provide consulting to small business owners in helping them meet their online marketing needs.

PUBLICATIONS

Favors Marketing Lessons produces online learning materials that are downloadable, and video based. Books and guides may be forthcoming. Favors Marketing Lessons is preparing an online teaching mechanism for emerging small business owners through one or more platforms.

Favors Business Solutions writes and produces a portfolio of sample documents for commercial and educational use, some of which are subject to fair use under U.S. copyright law.

REGINA Y. FAVORS WEBSITE

The Regina Y. Favors Website has written and self-published to date a tentative marketing plan for the site (full and condensed) and is currently marketing and promoting the first advertising campaign of the digital marketing plan. The website is undergoing a digital marketing plan, which includes event preparation and planning for an upcoming 2023 book fair.