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Marketing Mix Action Plan Worksheet

HOW ARE YOU MARKETING YOUR BUSINESS? List and rank your current activities.

MARKETING ACTIVITY	FREQUENCY (1 = MOST)	EFFECTIVENESS (1 = BEST)
Ex. Blog posts on my website	1	3
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

WHAT ARE YOUR GOALS? List your top 3.

BUSINESS GOAL
Ex. Increase my monthly revenue to \$5000.
1.
2.
3.