Take the time to review your marketing plan to see what you need to change. You may have customers or markets that are no longer viable or new possibilities to promote your business.

## Develop new targets

If your existing customer base has changed substantially, who can you now re-position your offering to?

Profile three new customer segments as precisely as possible:

If you sell to consumers, try to define the typical demographics: age bracket, gender, income bracket, and location. What are their preferences? If you sell to businesses or organizations, define the firmographics: type and size of the business or organization, number of employees, years in business, and a key contact at each business.

* Here's a sample target description for a consumer-based business:  
  *Female dog owners who are 30 to 50 years old, earn between $50,000 and $80,000 per year, and live within 5 miles of my location.*
* Here’s a sample target description for a company selling to businesses:   
  *Digital Marketing Managers at established real estate brokerages with 100 to 500 agents in my state looking to upgrade their website.*

|  |
| --- |
| * New target description 1 |
|  |
| * New target description 2 |
|  |
| * New target description 3 |
|  |

### Identify positive trends

Outline why you believe these new target customers are worthwhile.

* For example: *Walk-in traffic to my pet supply store has dropped so I need to market beyond my immediate neighborhood to reach more affluent buyers.*
* For example: *Real estate brokerages need to update their websites to reflect new public health requirements for home buyers and sellers.*

|  |
| --- |
| * Trends affecting Target I customers |
|  |
| * Trends affecting Target 2 customers |
|  |
| * Trends affecting Target 3 customers |
|  |

## Link promotions to targets

Identify how you intend to approach or get the attention of these three new customer types. Think about the media your target markets consume. Use the **Notes** column to define specifics, such as the social media channel you intend to use. With the current crisis, how can you develop goodwill to help with word of mouth?

|  |  |  |  |
| --- | --- | --- | --- |
| * Target 1 customer promotions | | | |
| Type of promotion | ✓ | What specifically will you do? | Notes |
| **Digital marketing** |  |  |  |
| E-newsletters |  |  |  |
| SEO/SEM |  |  |  |
| Online advertising |  |  |  |
| Content marketing/blogs |  |  |  |
| Social media |  |  |  |
| **Direct customer contact** |  |  |  |
| Direct calling sales |  |  |  |
| Direct mail campaign |  |  |  |
| Events |  |  |  |
| **Traditional advertising** |  |  |  |
| Print (magazines, papers) |  |  |  |
| Radio, TV, other media |  |  |  |
| Collaboration with partners |  |  |  |
| **Other ideas tailored to target** |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| * Target 2 customer promotions | | | |
| Type of promotion | ✓ | What specifically will you do? | Notes |
| **Digital marketing** |  |  |  |
| E-newsletters |  |  |  |
| SEO/SEM |  |  |  |
| Online advertising |  |  |  |
| Content marketing/blogs |  |  |  |
| Social media |  |  |  |
| **Direct customer contact** |  |  |  |
| Direct calling sales |  |  |  |
| Direct mail campaign |  |  |  |
| Events |  |  |  |
| **Traditional advertising** |  |  |  |
| Print (magazines, papers) |  |  |  |
| Radio, TV, other media |  |  |  |
| Collaboration with partners |  |  |  |
| **Other ideas tailored to target** |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| * Target 3 customer promotions | | | |
| Type of promotion | ✓ | What specifically will you do? | Notes |
| **Digital marketing** |  |  |  |
| E-newsletters |  |  |  |
| SEO/SEM |  |  |  |
| Online advertising |  |  |  |
| Content marketing/blogs |  |  |  |
| Social media |  |  |  |
| **Direct customer contact** |  |  |  |
| Direct calling sales |  |  |  |
| Direct mail campaign |  |  |  |
| Events |  |  |  |
| **Traditional advertising** |  |  |  |
| Print (magazines, papers) |  |  |  |
| Radio, TV, other media |  |  |  |
| Collaboration with partners |  |  |  |
| **Other ideas tailored to target** |  |  |  |
| Other |  |  |  |
| Other |  |  |  |
| Other |  |  |  |

## Build credibility

Now is the time to build your credibility in the eyes of potential new customers. The more trustworthy you appear, the easier it is to gain new customers.

|  |  |  |
| --- | --- | --- |
| * Credibility tactic | ✓ | What specifically will you do? |
| **In all promotional material and the website** | | |
| Offer a personal guarantee |  |  |
| Include customer testimonials in promotional material/websites |  |  |
| Emphasize training, awards and quality certification |  |  |
| Emphasize employee industry experience,   achievements |  |  |
| Other |  |  |
| **Personal action as owner** |  |  |
| Publish articles on industry websites and LinkedIn |  |  |
| Run webinars for the industry/customers |  |  |
| Use social media to blog and gain awareness |  |  |
| Offer online demos of your product or service |  |  |
| Other |  |  |
| **Community involvement** |  |  |
| Join a local business support network |  |  |
| Join your industry or professional association |  |  |
| Join Chamber of Commerce |  |  |
| Work with or sponsor a charity |  |  |
| Other |  |  |

|  |
| --- |
| * Credibility actions for Target 1 customers: |
|  |
| * Credibility actions for Target 2 customers: |
|  |
| * Credibility actions for Target 3 customers: |
|  |

## Partnerships and alliances

Create a wish list below of companies or organizations you would like to work with to increase your market opportunities. Every business is under stress and, often, banding together may help everyone. Who can you leverage for real-time market intelligence, technology solutions or customer referrals? In addition, are there any businesses or organizations that are crisis-proof that you could work with?

|  |  |
| --- | --- |
| * Ideal partnership candidate | What specifically will you do? |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

If there are any partnership or alliance actions that only relate to your main targets, outline them in more detail here.

|  |
| --- |
| * Partnership and alliance actions for Target 1 customers: |
|  |
| * Partnership and alliance actions for Target 2 customers: |
|  |
| * Partnership and alliance actions for Target 3 customers: |
|  |

## Build your online presence

Outline how you intend to improve your website to increase online sales.

|  |  |  |
| --- | --- | --- |
| * Website features | ✓ | What specifically will you do? |
| Updated special deals and news features on your homepage |  |  |
| A newsletter signup form to capture customer email addresses for lead nurture |  |  |
| Online shopping capability |  |  |
| Curbside pick-up option |  |  |
| Home delivery option |  |  |
| Useful tools, tips and resources section |  |  |
| Links to other/complementary websites |  |  |
| Relevant articles and resources |  |  |
| Password access pages for key customers (premium content or special deals for loyal customers) |  |  |
| Password access for suppliers (inventory-level details) |  |  |
| Other |  |  |

If there are any online tactics that only relate to your main targets, outline them in more detail here.

|  |
| --- |
| * Online tactics for Target 1 customers: |
|  |
| * Online tactics for Target 2 customers: |
|  |
| * Online tactics for Target 3 customers: |
|  |

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