

THE 1-PAGE DIGITAL MARKETING PLAN

ELIMINATES OVERWHELM · TAKE ACTION · GROW YOUR BUSINESS

P POSITION Clarify Your Brand & Audience	A AUDIT Assess What's Working	S STRATEGY Plan for Growth & Conversions	I IMPLEMENT Execute & Automate	M MANAGE Monitor, Improve & Scale
KEY ACTIONS 1. Define your target audience (Who do you serve?) 2. Identify your unique value prop. (What sets you apart?) 3. Establish your brand messaging (How do you communicate effectively?)	KEY ACTIONS 1. Analyse your competitors (What's working for them?) 2. Review your marketing performance (What's driving traffic & sales?) 3. Identify weaknesses in your lead generation & conversion process	KEY ACTIONS 1. Set 3 SMART Goals (What specific results do you want?) 2. Choose 3 Core Marketing Channels (Where will you reach your audience?) 3. Map your Lead Generation Funnel (How will visitors become customers?)	KEY ACTIONS 1. Choose your implementation timeline (10-day, 20-day or 30-day?) 2. Automate & schedule tasks (Which tools streamline your workflow?) 3. Track & adjust weekly (What's working, where do you optimise?)	KEY ACTIONS 1. Create a simple weekly plan (Which 3-5 tasks drive the most results?) 2. Track & optimise weekly (What key metrics will you monitor?) 3. Scale what works, cut what doesn't (Where should you increase efforts?)

YOUR SUMMARY — COMPLETE EACH SECTION

P POSITION	A AUDIT	S STRATEGY	I IMPLEMENT	M MANAGE

Positioning:

Define your competitive edge and tailor your messaging to meet the specific needs of your target market.

- **Know Your Customer:**
Create a detailed buyer persona to understand and anticipate customer needs and preferences.
- **Master Your Message:**
Craft clear, engaging, and visually appealing content that speaks directly to your audience.
- **Generosity Approach:**
Attract and nurture leads with valuable free content using email marketing.

1

Audit:

Systematically check and improve your current strategies and operations.

- **Know Your Competition:**
Use tools to analyse and keep track of competitors.
- **Online Presence:**
Regularly check and upgrade your website and social media accounts to the highest standard.
- **Reverse Approach:**
Actively seek out what successful competitors do and replicate.

2

Strategy:

Develop a planned approach to effectively connect with and engage your audience.

- **Online Marketing Systems:**
Set up a system that automatically handles your marketing tasks.
- **Content Strategy:**
Create a variety of content that appeals to your audience's interests.
- **Big 5 Focus:**
Social media, content creation, search marketing, paid ads, and email campaigns.

3

Implement:

Put your strategies into practice with clear guidelines and streamlined processes for efficiency.

- **Routine Set-Up:**
Set up a daily routine for your marketing activities using a project management tool.
- **Automation:**
Use automation tools to handle repetitive tasks, freeing you for more strategic work.
- **Content & Ads:**
Organise your content publishing and ad campaigns with calendars.

4

Manage:

Monitor and refine your marketing efforts to effectively reach and engage your target market.

- **Monitor & Refine:**
Keep an eye on your marketing activities and make improvements continuously.
- **Compare Results:**
Regularly measure your results against your goals and what is possible.
- **Iterate & Optimise:**
Keep testing and improving your marketing tasks to increase sales.

5

Join Our Community:

Connect with other business owners following the PASIM™ framework.

The One Page Digital Marketing Plan

A free Facebook community for small business owners following PASIM™.

Inside the group:

- Practical PASIM™ framework guides
- Answers to your marketing questions
- A community facing the same challenges

facebook.com/share/g/1B6GkVxswQ
Tap the link to join — it's free

PASIM™

DIGITAL MARKETING SIMPLIFIED

Join the Free Facebook Community The One Page Digital Marketing Plan Group

A free community for small business owners and entrepreneurs who are done with scattered advice and ready to follow a structured system.

INSIDE THE GROUP YOU'LL FIND:

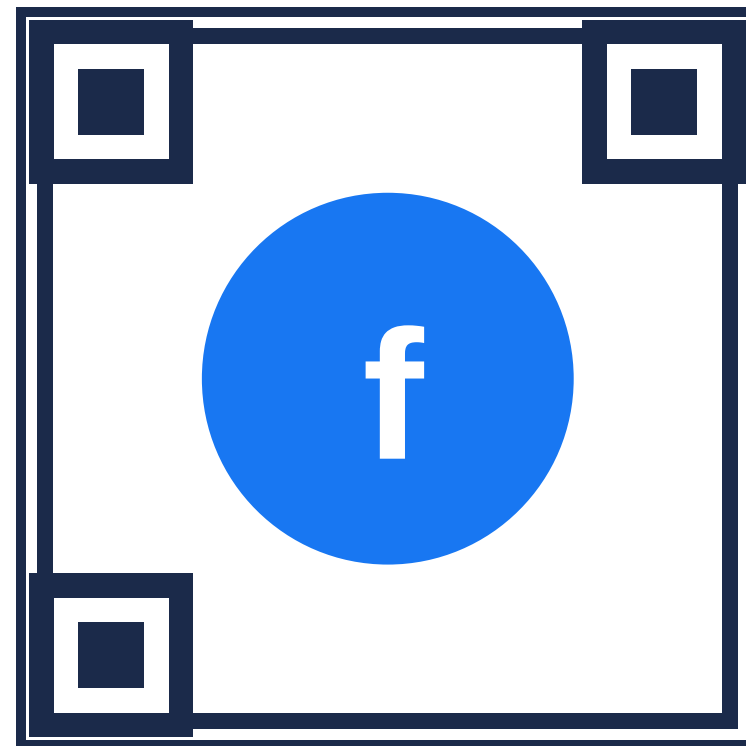
- Practical training based on the PASIM™ five-step framework
- Help completing your One Page Digital Marketing Plan
- Answers to the marketing questions slowing you down
- A community of business owners working through the same challenges

Structure First. AI Second. Human Always.

digitalmarketingsimplified.online
hello@digitalmarketingsimplified.online

JOIN FOR FREE

No spam. Just structured help.



Open your camera and point at the screen to join

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Tap or click this link to join the group