



the ultimate

MARKETING

roadmap

GO FROM WHERE YOU ARE NOW
TO WHERE YOU WANT TO BE

Stacy Barnes of Brand & Blossom

INTRODUCTION

Congratulations on taking the first step to get your marketing strategy in order! The Marketing Roadmap consists of four essential parts, which all build upon on another. Below is an outline of the roadmap (loosely based on the original “Marketing Mix”). Then this workbook will dive deeper into each of these four P’s.



01: POSITION



02: PEOPLE



03: PRODUCT



04: PROMOTION



profits



01 : POSITION

This is where you are in your industry, relative to your “competition”.

→ *Create a unique selling point to stand out from the crowd AND attract your ideal audience.*

In my industry, the **leaders** are _____, _____, _____.

In my industry, my **peers** are _____, _____, _____.

What makes me **unique** is _____.



02 : PEOPLE

This is who you really want to work with. Not who you “should” work with. Not what “seems like a good idea”. (Trust me, I’ve wasted years working with people who I “should” work with and I was completely unhappy.)

→ *Create both a target audience and an ideal client profile.*

My **target audience** is _____.

My **ideal client** struggles with _____.

The **transformation** they want to see is _____.



03 : PRODUCT

Product can be both physical and digital goods as well as services. It's anything you offer in exchange for payment. A massage can be a product. An online course can be product. A .pdf ebook can be product.

→ *Create a signature product, then offer a premium version and a "value size" version.*

My **main offering** (product) is _____.

The **premium** version will also include _____.

My **"value size"** version will only have _____.



04 : PROMOTION

Promotion is not sales or discounts. It's not "2 for 1 tomatoes" in the Sunday ads. Promotion is how you get in front of strangers, particularly strangers who are your ideal client.

→ *Choose your weekly content - ie. blog, YouTube video, live stream, audio podcast*

→ *Then choose your social platform to share your content - Facebook, Instagram, Pinterest, etc.*

My **main** weekly content is going to be a (circle one):

BLOG VIDEO LIVE STREAM PODCAST

My **social media platform** is _____ and I will post _____ times a week.

next level

You've completed your marketing roadmap! Woo hoo!

Want to dive deeper and get even more clear on your marketing strategy? Unlock the Foundation: Marketing Essentials - a \$97 value, but FREE *today* when you use the code: ESSENTIALS

brandandblossom.com/essentials



In this short mini course, there are six “binge-able” videos (only 3-5 minutes each) to help walk you through your marketing strategy. Also be sure to check out the Brand & Blossom Facebook group for community and support.

ABOUT ME

Hi, I'm Stacy! I'm a marketing and personal brand strategist. I help personal brands create strategies that effectively promote and sell their services. I'm also the host of Brand and Blossom podcast, a show about building brands and empowering entrepreneurs.

