



WORKSHOP
PLAN. PROMOTE. GROW.

*Turn Ideas
Into Impact*

Marketing Action Plan Workbook

**PLAN TODAY.
MARKET SMARTER.
GROW FASTER.**

A step-by-step workbook to help you create a clear marketing strategy, take action, and achieve measurable results for your business.



*More
Visibility
More
Customers
More
Growth*



WHAT YOU'LL ACHIEVE



CLARIFY YOUR MESSAGE

Define your brand, value proposition, and key messaging.



KNOW YOUR AUDIENCE

Understand your target market and customer needs.



PLAN EFFECTIVE CAMPAIGNS

Create step-by-step action plans for multiple marketing channels.



TRACK YOUR PROGRESS

Measure results and identify what works best.



ACHIEVE REAL GROWTH

Turn your marketing efforts into more leads, customers, and sales.

WHAT'S INSIDE



Marketing
Strategy Guide



Goal Setting
Worksheets



Target Audience
Templates



Content Planning
Tools



Campaign Planner



Tracking & Analytics
Sheets



Tips, Checklists
& Resources

“

*A clear plan turns
marketing from guesswork
into real growth.*



**PLAN
BOLDER.**



**MARKET
SMARTER.**



**GROW
FURTHER.**



*Better Marketing.
Brighter Opportunities.*



IDEAS TODAY.
CUSTOMERS TOMORROW.
MAKE IT HAPPEN.

*Market Today
Grow Tomorrow.*



PACIFIC TRAINING SOLUTIONS

MARKETING ACTION PLAN WORKBOOK

A 90-day plan for your target market, messages, channels and campaigns.

Good marketing starts with clarity, not cleverness. Work through this workbook to define your market and message, then plan your next 90 days of activity.

1 KNOW YOUR MARKET



Who is your ideal customer? (age, location, what they care about)

What problem do you solve for them?

Why should they choose you over the alternative?

2 YOUR KEY MESSAGE



IN ONE SENTENCE

● We help _____ to _____ by _____.

3 CHANNELS CHECKLIST

- ☐ Facebook Page kept current with regular posts
- ☐ Instagram or other visual platform (if relevant to your audience)
- ☐ Word of mouth — asking happy customers for referrals
- ☐ Signage, posters or printed materials
- ☐ Local partnerships (tour operators, resorts, other businesses)
- ☐ Vanuatu tourism directories or listings (if relevant)

MARKETING ACTION PLAN WORKBOOK

A 90-day plan for your target market, messages, channels and campaigns.

4 90-DAY CAMPAIGN PLANNER

Month	Channel	Activity	Budget (VUV)	Result

How to Access the **Product Link**

Follow the simple steps below to access and customize the template with ease.



1



Click the Link

Click on the provided **Product Link** to open the template.



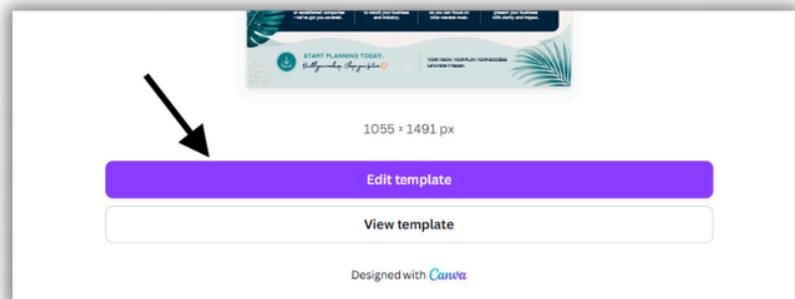
2



Click on

Edit Template

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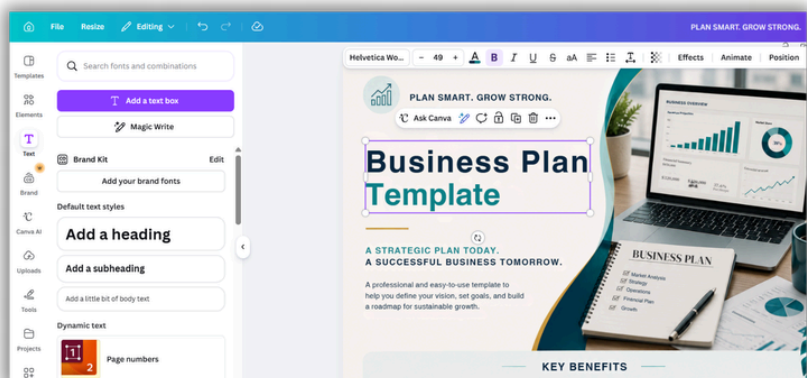


3



Edit the Template as you want

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Thank you!