






# My 1-Page Marketing Plan

<b>Before (Prospect)</b>	 <h3>1. My Target Market</h3> <p>Millenials who are sensitive with trends and prefer instant experiecn on high end product or services because it's too expensive for them to own. (age:late 20s-late30s, wage : 60- 80k) Also, nee to move constantly becasue of their job.</p>	 <h3>2. My Message To My Target Market</h3> <p>You can have beautiful high quality furniture whatever you want in your home and do not have to have to buy them, but you can rent them, and have the latest trend you want. Don't worry about moving your furniture around, we will take care of it.</p>	 <h3>3. The Media I Will Use To Reach My Target Market</h3> <p>Mostly through ad on social media such as instagram, facebook, twitte We can also have it on home decor magazine.</p>
<b>During (Lead)</b>	 <h3>4. My Lead Capture System</h3> <p>Premium furniture rental service. Instagram ad to links that would leadappstore download (information)</p>	 <h3>5. My Lead Nurturing System</h3> <p>Recommend by our moodboard. How to set a room just like a pics. AR feature before making decisions. Premium Delivery/ Pickup system.</p>	 <h3>6. My Sales Conversion Strategy</h3>
<b>After (Customer)</b>	 <h3>7. How I Deliver A World Class Experience</h3> <p>Easy Opportunities on experiencing high end/quality products. Able get expensive latest products. Easy transition of the furniture.</p>	 <h3>8. How I Increase Customer Lifetime Value</h3> <p>Keep recommending the best and most suitable products to the customers. Make them feel like they are paying less when paying monthly. Preview of the furniture through AR</p>	 <h3>9. How I Orchestrate And Stimulate Referrals</h3> <p>Upload a photo with Cb2 tag on Instagram you would get like one furniture 10% discount. Or recommend 3 friends you can have 20% discount or like free delivery.</p>