



Small Business Marketing Planner



Simple marketing for small businesses.

A PRACTICAL WORKBOOK TO HELP YOU PLAN, CREATE AND
IMPROVE YOUR MARKETING WITH CONFIDENCE.

Preview & User Guide

POLKA DOT TEAPOT STUDIO



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01



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Welcome to The Small Business Marketing Planner

For businesses that are growing one idea at a time.

This workbook originally started as something I was creating for myself. As I added another page... and another... it gradually evolved into a practical resource designed to help bring together ideas, plans and marketing in one organised place.

Inside this guide you'll find a preview of the workbook, an overview of what's included and a selection of example pages to help you decide whether it's the right fit for your business.

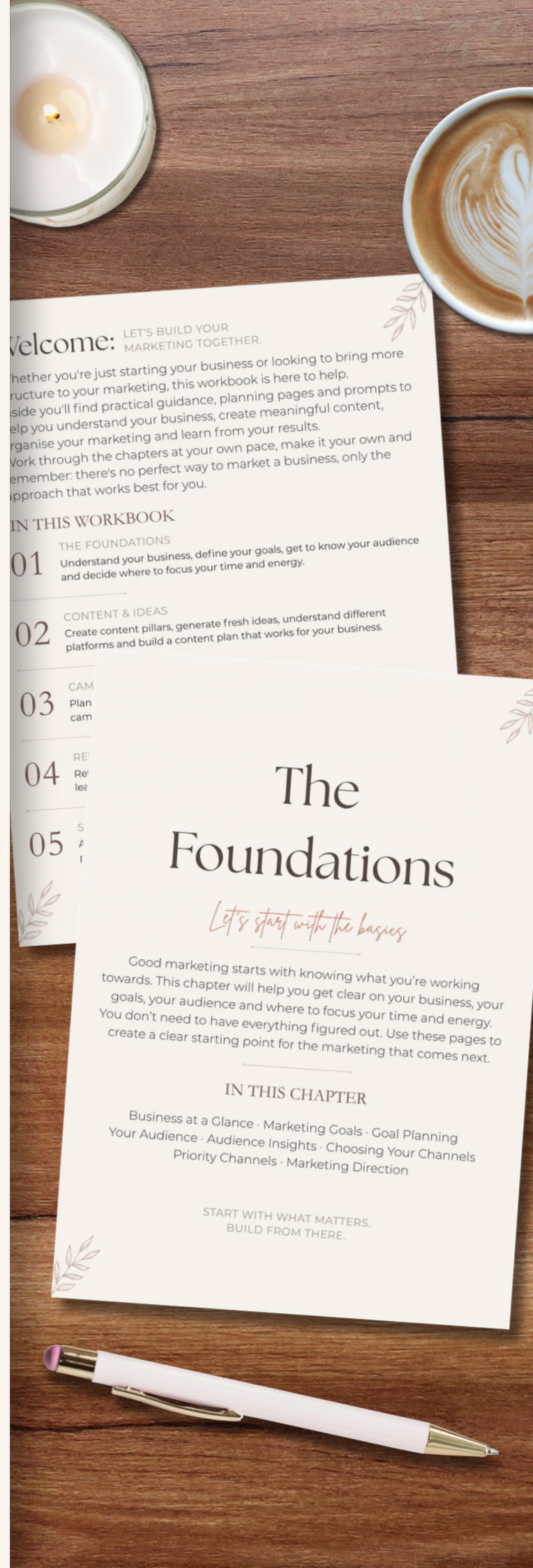


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Your Workbook *includes*

- ♥ 132 beautifully designed pages
- ♥ 5 guided chapters
- ♥ Information pages & practical guidance
- ♥ Guided worksheets
- ♥ Content planners
- ♥ Campaign & promotion planners
- ♥ Website, social media & email analytics
- ♥ Small Business Toolkit

- 01: The Foundations
- 02: Content & Ideas
- 03: Campaigns & Promotions
- 04: Review & Improve
- 05: Small Business Toolkit



Welcome: LET'S BUILD YOUR
MARKETING TOGETHER.

Whether you're just starting your business or looking to bring more structure to your marketing, this workbook is here to help. Inside you'll find practical guidance, planning pages and prompts to help you understand your business, create meaningful content, organise your marketing and learn from your results. Work through the chapters at your own pace, make it your own and remember: there's no perfect way to market a business, only the approach that works best for you.

IN THIS WORKBOOK

01 THE FOUNDATIONS
Understand your business, define your goals, get to know your audience and decide where to focus your time and energy.

02 CONTENT & IDEAS
Create content pillars, generate fresh ideas, understand different platforms and build a content plan that works for your business.

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The Foundations

Let's start with the basics

Good marketing starts with knowing what you're working towards. This chapter will help you get clear on your business, your goals, your audience and where to focus your time and energy. You don't need to have everything figured out. Use these pages to create a clear starting point for the marketing that comes next.

IN THIS CHAPTER

Business at a Glance · Marketing Goals · Goal Planning
Your Audience · Audience Insights · Choosing Your Channels
Priority Channels · Marketing Direction

START WITH WHAT MATTERS.
BUILD FROM THERE.





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The Foundations

Every successful marketing plan starts with understanding your business. This chapter will help you clarify your goals, get to know your audience and create a strong foundation before moving on to content and campaigns.

- ♥ Business at a Glance
- ♥ Marketing Goals
- ♥ Your Audience
- ♥ Choosing Your Channels
- ♥ Priority Channels
- ♥ Marketing Direction

START WITH WHAT MATTERS.
BUILD FROM THERE.

THE FOUNDATIONS

My Business *at a glance*

Start with the basics. Use this page to capture what your business does, who it's for and what you'd like to be known for.

Business Name:

What do you offer?
Products, services or a little of both?

Who is it for?
Think about the people who want or enjoy what you offer.

What makes you
It doesn't have to
story or values

The Foundations

Let's start with the basics

Good marketing starts with knowing what you're working towards. This chapter will help you get clear on your business, your goals, your audience and where to focus your time and energy. You don't need to have everything figured out. Use these pages to create a clear starting point for the journey that comes next.

THE FOUNDATIONS

Audience *Insights*

Don't just look at who follows you. Pay attention to who actually engages, clicks, saves, enquires or buys. These actions can tell you much more about the audience you're trying to reach.

Social media
What content gets the most engagement, saves, clicks or shares? Who appears to be responding to it?

Website
Where are visitors coming from? Which pages or products are they looking at? What do they do next?

Email
Which emails get opened and clicked? Are there particular subjects, products or topics that perform well?

Sales & Enquiries
What are people actually buying or asking about? Are you noticing any trends?



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Content & Ideas

Great content doesn't have to mean posting every day or being on every platform. This chapter is all about helping you create meaningful content, organise your ideas and build a content plan that works for your business and your audience.

- ♡ Content Pillars & Planning
- ♡ Creating Consistent Content
- ♡ Choosing the Right Content Format
- ♡ Platform Guides
- ♡ Multi-Channel Marketing
- ♡ Content Planners & Idea Pages
- ♡ Content Ideas That Connect

START WITH ONE IDEA
LET IT GROW.



CONTENT & IDEAS

My Content Pillars

Pillar Name:

What does this pillar cover?
What topics, themes or areas fit naturally underneath it?

Why does this matter to my audience?
What might they find useful, interesting, inspiring or entertaining?

What does it help?
Think about what you want to achieve.

Ideas I could create
Think about who you want to reach.

Content & Ideas

Where your ideas come to life

This chapter is all about turning your ideas into content that connects with your audience. We'll explore different types of content, how to make the most of different platforms and simple ways to plan your marketing without feeling overwhelmed.

CONTENT & IDEAS

Creating Consistent Content

Consistency doesn't mean posting every day or making everything look exactly the same. It's about creating a sense of familiarity, so your content feels connected and recognisable over time.

01 KEEP COMING BACK TO YOUR CORE THEMES
Your content pillars give you topics to return to, so you're never starting completely from scratch.

02 LET YOUR BRAND FEEL FAMILIAR
Use your colours, fonts, imagery and tone consistently enough that your content feels recognisably yours.

03 REPEAT THE IMPORTANT THINGS
Your audience won't see or remember everything you share. It's completely fine to revisit key messages, products and ideas.

04 FIND A RHYTHM THAT WORKS FOR YOU
Consistency doesn't mean posting constantly. Choose a pace you can realistically maintain.

05 REPURPOSE WHAT YOU ALREADY HAVE
One good idea can become several pieces of content. Change the format, angle or platform rather than reinventing the wheel.

Marketing Note:

Consistency is not repetitive. You don't need endless new ideas. You can return to them in different ways.



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Campaigns & Promotions

Great marketing is about planning ahead, making the most of your ideas and promoting your business with confidence. This chapter will help you organise campaigns, launches, email marketing and key dates throughout the year.

- ♥ Planning Your Marketing
- ♥ Campaign & Launch Planning
- ♥ Promotions & Special Offers
- ♥ Email Marketing
- ♥ Annual Marketing Planner
- ♥ Key Dates & Opportunities
- ♥ Campaign Planning Tools

PLAN WITH PURPOSE
PROMOTE WITH
CONFIDENCE.

CONTENT & IDEAS
My Launch Planner
BEFORE YOUR LAUNCH

My launch date:

Things to prepare:

Content Checklist

- ☐ Photos taken
- ☐ Graphics created
- ☐ Caption written
- ☐ Links added
- ☐ Hashtags / keywords
- ☐ Scheduled
- ☐ Published

Where will I share it?

- ☐ Instagram
- ☐ Facebook
- ☐ Pinterest

Ways to build
Sneak peeks · Behind the scenes · Early access · Pre-launch

Campaigns & Promotions

Bringing your marketing together

This chapter is all about bringing your marketing together. From launches and promotions to email marketing and seasonal planning, these pages will help you organise your ideas, stay consistent and market your business with confidence.

PAIGNS & PROMOTIONS

Planning Your Email Campaign

Email marketing is one of the few marketing channels you truly own. It gives you the opportunity to stay connected with people who have chosen to hear from you, whether you're sharing helpful content, promoting a launch or announcing exciting news. Unlike social media, you don't have to rely on algorithms to reach your subscribers.

DIFFERENT TYPES OF EMAILS

Welcome Emails: Introduce your business, set expectations and make a great first impression. A thoughtful welcome email can help new subscribers feel connected from the very beginning.

Newsletters: Share business updates, behind-the-scenes moments, helpful content, blog posts and interesting stories. Regular newsletters help keep your audience engaged between promotions.

Launch & Promotion Emails: Announce new products, services, events and special offers. Explain what you're offering, why it matters and include a clear next step.

Follow-Up Emails: Thank customers, answer common questions, ask for feedback or recommend related products and resources after a purchase or event.

REMEMBER:

- Write a clear subject line: Help people understand what they'll find inside.
- Focus on one main message: Keep each email simple and easy to follow.
- Include a clear call to action: Let readers know what you'd like them to do next.
- Balance helpful content with promotion: Not every email needs to sell something.

Marketing Note:

...want to hear from you. Focus on building trust. Personalised emails will feel much more natural.



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Review & Improve

Every piece of marketing is an opportunity to learn. This chapter will help you understand your analytics, review your progress and use those insights to make confident improvements over time.

- ♥ Understanding Your Results
- ♥ Website Analytics & Review
- ♥ Social Media Analytics & Review
- ♥ Email Marketing Analytics & Review
- ♥ Monthly Marketing Reviews
- ♥ Campaign Reviews

LOOK
LEARN
GROW

REVIEW & IMPROVE

Social Media *Insights*

Which platform performed best?

Think about where you saw the most engagement, reach or meaningful interactions.

My best-performing content

Which posts, videos or stories received the most attention? What made them successful?

What did my audience engage with?

Think about the topics, formats or conversations that generated the most interest.

Patterns I've noticed

Are certain topics, formats or times working well?

One thing I'll try

One small change

Review & Improve

Learning from your marketing

Every piece of marketing teaches you something. This chapter is all about reflecting on your results, understanding what worked well and using those insights to make thoughtful improvements that help your business continue to grow.

REVIEW & IMPROVE

Why Analytics *Matter*

Analytics aren't just numbers on a screen. They help you understand what your audience enjoys, how people discover your business and which marketing activities are making the biggest difference. You don't need to track everything, just a few simple insights can help you make more confident marketing decisions over time.

WHAT CAN ANALYTICS TELL YOU?

Understand your audience: Learn what people enjoy, what they engage with and how they interact with your business.

Discover what's working: Identify the content, campaigns and platforms that are getting the best results so you can build on them.

Spot opportunities: Notice patterns, test new ideas and make small improvements based on real information rather than guesswork.

Measure your progress: See how your marketing is supporting your goals, whether that's growing your audience, increasing website traffic or generating more enquiries.

REMEMBER:

- You don't need to track every metric.
- Focus on the goals that matter to your business.
- Small improvements can make a big difference over time.
- Not every post will perform the same, and that's okay.

Marketing Note:

When you review your marketing, they're there to help you understand what's working and email gives you another opportunity to learn from your audience.



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Small Business Toolkit

This final section is a collection of reusable pages designed to support your business whenever you need them. From capturing ideas and planning projects to organising notes and useful contacts, these tools are here to keep everything in one place.

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- ♡ To-do Lists
 - ♡ Ideas & Inspiration
 - ♡ Idea Maps
 - ♡ Project Planning
 - ♡ Meeting Notes
 - ♡ Useful Resources
 - ♡ Business Contacts
-

KEEP LEARNING
KEEP CREATING.





Before you *begin*

A few helpful things to know.

Included in your download:

132 beautifully designed pages | Fully editable in Canva
Instant digital download | Commercial licence included | Free Preview Guide

Terms of Use

You may

Edit and customise the workbook for your own business.

Print or use the pages digitally as often as you like.

Use the workbook to support your own products or services.

Please do not:

Resell, redistribute or share the file

Claim the designs or artwork as your own.

Upload the files to file-sharing websites or marketplaces.

Use the artwork or layouts to create competing products.

A little
Thank you

Thank you so much for supporting my work. I hope this workbook helps you feel a little more organised, a little more confident and inspired to keep growing your business, one idea at a time.

Happy planning!

Laura