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The one-page **marketing plan**

Nine boxes — audience, problem, offer, message, channels, budget, targets, calendar, owner — with a worked example for a clinic. Fill it in one sitting and you'll see which box you've been skipping.

- The nine-box template
- Worked example: a two-branch clinic
- Five questions before choosing a channel
- A 90-day calendar skeleton

Print this page, or open it on a second screen. Work through the nine boxes in order — each one depends on the answer before it. Twenty to thirty minutes is enough for a first draft; you can sharpen it later. If a box is hard to fill, that is usually the box your marketing has been missing.

The nine-box template

1 AUDIENCE Who exactly are you trying to reach? Not "everyone" — the one group whose problem you solve best. ----- -----	2 PROBLEM What problem does this audience have, in their own words, before they have heard of you? ----- -----	3 OFFER What do you actually deliver, and why choose it today instead of waiting? ----- -----
4 MESSAGE The one sentence that says what you do and who it is for. This becomes your headline. ----- -----	5 CHANNELS Where does this audience already spend time — search, social, referrals, walk-ins? ----- -----	6 BUDGET What can you commit each month, and for how many months, before judging it? ----- -----
7 TARGETS One number per channel that tells you it is working — not a feeling. ----- -----	8 CALENDAR What happens in week 1, week 4, week 12? ----- -----	9 OWNER Who checks this plan every week? A plan nobody owns does not get worked. ----- -----

Example: a two-branch dental clinic

A fictional two-branch clinic — Cairo and Riyadh — to show what the nine boxes look like filled in.

1 AUDIENCE Parents of children 5–14 within 15 minutes of either branch, worried about a first cavity or brace consultation.	2 PROBLEM They do not know which branch is closer, whether the clinic treats children, or what a first visit costs in time.	3 OFFER A same-week first consultation with a written treatment plan, no obligation.
4 MESSAGE "A first cavity check, this week, at the branch nearest you."	5 CHANNELS Google Business Profile for both branches, a WhatsApp button on the site, a referral card handed out after every visit.	6 BUDGET A fixed monthly amount for three months, split 60% search and 40% social, reviewed monthly not weekly.
7 TARGETS 20 first-visit bookings a month, tracked from the WhatsApp button.	8 CALENDAR Week 1: profiles fixed, card printed. Week 4: first campaign live. Week 12: first review of bookings vs. target.	9 OWNER The practice manager, one 15-minute check every Monday.

Five questions before choosing a channel

- ☐ Is my audience actually there, or do I just assume they are?
- ☐ Can I measure a result from this channel within a month?
- ☐ Does it match the message I already wrote in box 4?
- ☐ Can I keep it running for at least three months before judging it?
- ☐ If it works, can I do more of it next month without starting over?

One target number per channel

Pick one number per channel — calls, bookings, or messages — not five. A channel with five targets has none. Write the number in box 7, and the date you will check it.

A 90-day calendar skeleton

WEEKS	FOCUS	WHAT SHIPS	WHAT YOU CHECK
Weeks 1–4	Foundation	Profiles fixed, message finalised, first channel live	Is the message live everywhere?
Weeks 5–8	First campaign	Content or ads running on the lead channel	Bookings vs. the target number
Weeks 9–12	Review & repeat	Drop what is not working, double the channel that is	Cost per booking, one channel ahead

Ready to build the real plan?

This one page gets you started. A tailored proposal turns it into a working strategy for your clinic or business — channels, budget and a calendar built around your numbers, not a template.

Get your tailored proposal — majadv.com