

Section	Description	Budget Allocation	Timeline
<b>I. Briefly Tell Your Story</b>	Craft a compelling narrative about your local shop, highlighting your unique selling points and commitment to the community.	N/A	N/A
<b>II. Know Your Crew &amp; Competitors</b>	Analyze your strengths and weaknesses (e.g., friendly staff, limited online presence) and identify your local competitors (both online and offline).	N/A	Months 1-2
<b>III. Set SMART Goals (6 Months)</b>	Define clear, measurable goals aligned with your online expansion, such as: 1. Increase website traffic by 30%. 2. Grow email list by 20%. 3. Generate 15 in-store purchases from online leads.	N/A	Months 1-2
<b>IV. Who Are You Reaching Out To?</b>	Identify your ideal local customer demographic and their online behavior (e.g., social media platforms used).	N/A	Months 1-2
<b>V. Pick Your Marketing Battlegrounds (2-3 Channels)</b>	Focus on channels that maximize reach and engagement with your target audience. Consider: 1. Social Media (Facebook, Instagram). 2. Local Partnerships & Events. 3. Simple Website (Optional, depending on budget).	N/A	Months 1-2
<b>VI. Craft Your Winning Tactics</b>	Develop specific actions for each chosen channel: * Social Media (Months 1-6): - Set up social media profiles with high-quality visuals showcasing your shop and products. - Post engaging content (product highlights, customer testimonials, behind-the-scenes glimpses). - Run targeted social media ads promoting special offers or online ordering options (if website exists). - Offer exclusive discounts and deals to social media followers. * Local Partnerships & Events (Months 2-6): - Partner with local schools or businesses for co-marketing initiatives. - Participate in community events and festivals, offering samples or hosting pop-up shops. - Sponsor local sports teams or charitable events for brand visibility. * Simple Website (Optional, Months 4-6): - Utilize free website builder platforms to create a basic website. - Include basic information about your shop, location, and product categories. - Feature high-quality product photos and clear calls to action (e.g., "Visit Us In-Store" or "Contact Us").	\$500 (Social media management tool, high-quality camera for photos)	Throughout the 6 months
<b>VII. Budget Like a Boss</b>	Allocate your budget strategically: * Social media: \$500 (includes management tool & ad budget) * Local Partnerships & Events: \$500 (Promotional materials, giveaways, event fees) * Website (Optional): Free (Free website builder platforms) * Email marketing: Free (Utilize free email marketing platforms)	N/A	Months 1-2 (allocation), Ongoing for social media & email marketing
<b>VIII. Track Your Wins &amp; Adapt</b>	Monitor key metrics for each channel (website traffic, social media engagement, email open rates, in-store conversions). Analyze data to identify what's working and adjust tactics as needed.	N/A	Ongoing throughout the 6 months
<b>IX. Take Action!</b>	Launch your marketing campaigns, actively participate in local events, and build relationships within the community.	N/A	Throughout the 6 months