

ENTREPRENEURSHIP OPERATIONS

Building a Measurable Marketing Plan

Detailed practice, calculation, decision-making, and assessment

GRADES 9-12	TIME 2 x 42 min	GROUPING I / pairs / whole	PRODUCT Brief
YOUR CHALLENGE Define a target market, compare channel results, allocate a budget, audit advertising claims, and create a measurable plan.			

Strong Businesses Connect Prices, Promotion, Service, and Evidence

Marketing is more than posting content. A useful plan identifies the audience, offer, channel, budget, action, and measurement. Ethical marketing uses truthful claims, evidence, clear conditions, and honest reviews.

Term	Student-friendly meaning
Target market	Specific group most likely to need and buy the service.
Conversion	Desired action such as booking or purchase.
Cost per booking	Marketing cost divided by booked jobs.
Marketing return	Traced revenue minus marketing cost, divided by marketing cost.
Claim	Message that may influence a buying decision.
Material connection	Relationship or payment that could affect how an endorsement is judged.
CLASSROOM USE All people, employers, figures, brackets, and documents in this packet are fictional. Never place a real Social Security number, employer ID, bank number, or tax document in classroom work.	

Part 1 - Define a Target Audience and Goal

A fictional weekend bike-repair service has a \$600 four-week marketing budget.

Element	Student definition	Evidence needed	Too broad version to avoid
Target customer			Everyone with a bike
Customer need			Needs repairs
Service area			The whole state
Four-week goal			Get popular
Conversion action			See the post

Create a specific, measurable goal and action.

Part 2 - Compare Fictional Channel Tests

Each channel ran a small test.

Channel	Cost	Qualified inquiries	Booked jobs	Revenue traced
School/community newsletter	\$80	18	6	\$540
Social ad	\$120	30	5	\$450
Flyers with code	\$60	12	4	\$360
Referral credit	\$90	15	7	\$630

Calculate cost per booking and marketing return: (traced revenue - cost) / cost.

Part 3 - Build a Four-Week Action Plan

Use the \$600 budget and the test evidence. Keep at least \$60 uncommitted for adjustment.

Action/channel	Audience	Cost	Measure	Decision rule
Reserve				

Allocate no more than \$540 initially and explain the mix.

Part 4 - Audit the Advertising Claims

Review each proposed statement.

Proposed claim	Evidence available	Keep/revise/remove	Safer wording
Fastest repairs in town	No comparison study		
Most bikes ready within 48 hours	Records show 42 of 50		
Guaranteed lowest price	No competitor records		
Students receive 10% off with ID	Written promotion rules		
Five-star service	Three reviews, all from relatives		

Apply truth, evidence, clear conditions, and material-disclosure rules.

Part 5 - Write a Measurable Marketing Plan

Recommend a four-week plan that is truthful and can be improved using results.

Plan check	My evidence
Audience	
Goal	
Channel mix	
Budget/reserve	
Cost per booking	
Marketing return	
Claim safeguards	
Review date and rule	

Write 150-200 words using at least five figures and three measurable decision rules.