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FREE TEMPLATE

2027 ONE-PAGE MARKETING PLAN

The 2027 Marketing Plan on One Page: 9 Boxes, Then the Details

The 9-box grid from the reel (before, during, after), a fill-in plan behind it, a filled example, a 12-month calendar and a 1-hour weekly checklist.

06	59	2026-11
SECTIONS	IDEAS, TOOLS & TEMPLATES	LAST CHECKED



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Tested, not guessed.

INSIDE THIS TEMPLATE

The 9-box one-page marketing plan from the reel, blank and ready to fill, plus the extra lines that turn it into a year: goal, numbers, channels and a monthly rhythm. Fill it in one evening and you know what to do every week of 2027.

WHO IT'S FOR

Founders, freelancers and small local businesses who want a marketing plan they will actually use, not a 40-page deck.

01 **The 9 boxes: before, during, after**
This is the grid from the reel. The before/during/after, nine-box structure comes from Allan Dib's book The 1-...

02 **The plan behind the grid: fill-in lines for 2027**
The 9 boxes tell you how a customer moves. These lines tell you what you will do and how you will know it...

03 **Filled example: a neighbourhood bakery (illustrative)**
This is an invented example to show what a filled plan looks like. It is not a real client and the numbers are...

04 **12-month calendar for 2027**
A shape for the year. Swap in your own festivals and busy seasons; the point is that each month has one focus.

05 **The weekly 1-hour checklist**
Same hour, same day, every week. Put it in your calendar now.

06 **SEO + AI search in 2027: what Google actually says**
I've done SEO since 2018 and run 30 of my own sites. The rules below are from Google's own documentation...

HOW TO USE IT

1. Fill the 9 boxes first, in order: Before (1-3), During (4-6), After (7-9). One or two lines each.
2. Then fill the plan details: one goal, two channels, the numbers you will track and your monthly rhythm.
3. Copy the 12-month calendar into your diary and block one hour a week for the checklist. Review on day 90.

01

The 9 boxes: before, during, after

This is the grid from the reel. The before/during/after, nine-box structure comes from Allan Dib's book The 1-Page Marketing Plan; the wording here is mine. Fill it in order. A plan with blank boxes in the middle is the usual reason marketing gets attention but no sales.

BEFORE · Box 1: Who, exactly

My customer is: ____ (one job, one place)
They are in this situation: ____

> One person you could name. "Café owners in Indore" beats "small businesses".

BEFORE · Box 2: The message

Their problem, in their words: "____"
What I help them get: ____

> Take the words from real calls, reviews or WhatsApp messages, not from your head.

BEFORE · Box 3: The channel

Where they already look: ____
Channel 1: ____
Channel 2: ____

> For a local business this is often Google (search + Maps) and WhatsApp.

DURING · Box 4: Capture

How a stranger becomes a lead: ____ (form / phone number / comment keyword / free resource)
What I collect: name ____ + contact ____

> One clear way to raise a hand. If there are five buttons, there are zero.

DURING · Box 5: Follow-up

Message 1 (day 0): ___
Message 2 (day ___): ___
Message 3 (day ___): ___

> Write all three now and date them. Most leads are lost because nobody followed up.

DURING · Box 6: The offer

Offer name: ___
Price: ___
Deadline or reason to act now: ___

> One name, one price, one deadline. A real deadline only. Never a fake countdown.

AFTER · Box 7: First-week experience

What the customer gets in week 1: ___
How I check they are happy: ___

> The first week decides whether they come back.

AFTER · Box 8: Raise value

What I give or sell next: ___ (report / upgrade / refill / add-on)
When: ___

> The easiest sale is to someone who already paid you once.

AFTER · Box 9: Referrals

On day 30 I ask: "___"
What I make easy for them to share: ___

> Ask on a fixed day. "Ask when it feels right" means never asking.

02

The plan behind the grid: fill-in lines for 2027

The 9 boxes tell you how a customer moves. These lines tell you what you will do and how you will know it worked.

Goal for 2027 (one number)

By 31 Dec 2027 I want: ____ (customers / bookings / monthly revenue)
Today it is: ____

> One goal. If you write three, write down which one wins when they clash.

One customer, one problem

Customer (from Box 1): ____
The one problem I solve for them: ____

> Same answer as Boxes 1 and 2, shortened to one line each.

Positioning line

For ____ (customer) who ____ (problem), I am the ____ (category) that ____ (one difference). Unlike ____, I ____.

> If a competitor could sign the same line, it is not positioning yet.

Offer

Main offer (Box 6): ____ at ____
Entry offer or free thing: ____
What happens after they buy (Box 8): ____

> Write the price. A plan without a price is a wish.

Two channels only

Channel 1: ___ · why: my customer looks here when ___
Channel 2: ___ · why: ___
Channels I am NOT doing in 2027: ___

> The "not doing" line is the most useful line on the page.

Content engine

Each week I publish: ___ (e.g. 1 page or post + 2 short videos)
Topics come from: ___ (customer questions, Search Console, sales calls)
One piece is reused as: ___

> Pick a rhythm you can keep in a bad week, not a great one.

SEO + AI search basics

Pages that answer my customer's main questions: ___
Google Business Profile up to date (hours, photos, services): yes / no
Search Console set up and checked weekly: yes / no

> See the SEO + AI search section below. Google says the normal SEO basics apply to its AI features too.

Numbers I track (max 5)

1. Leads per week: ___
2. Lead to customer rate: ___
3. Revenue per month: ___
4. Search clicks (Search Console): ___
5. Referrals per month: ___

> Write today's number next to each one before you start. Without a starting number you cannot tell if anything worked.

Monthly rhythm

Week 1: plan the month + one offer push
Week 2: ____
Week 3: ____
Week 4: look at the numbers, fix one thing

> Same shape every month. Change what goes in it, not the shape.

90-day review

Review dates: 31 Mar · 30 Jun · 30 Sep · 31 Dec
What worked: ____
What I stop: ____
What I try next quarter: ____
Goal still right? yes / no

> Stop one thing every review. Plans usually fail from doing too much, not too little.

03

Filled example: a neighbourhood bakery (illustrative)

This is an invented example to show what a filled plan looks like. It is not a real client and the numbers are placeholders, not results.

Box / line	Example answer
1 Who	Working parents within 3 km who order birthday cakes
2 Message	"I need a good cake by Saturday and I don't have time to chase anyone"
3 Channel	Google search + Maps (Business Profile) and WhatsApp
4 Capture	WhatsApp button on the Business Profile and website; catalogue with prices
5 Follow-up	Day 0: reply with options and price · Day 1: photo of a similar cake · Day 3: "Still want Saturday? 2 slots left" (only if true)
6 Offer	Birthday cake + 6 cupcakes, fixed price, order 48 hours ahead
7 First week	Delivery on time, a thank-you message the next day asking how the party went

Box / line	Example answer
8 Raise value	Reminder 11 months later for the next birthday; festival boxes
9 Referrals	Day 30: "If a friend has a birthday coming, here's a link to share"
Goal	From ___ to ___ cake orders a month by Dec 2027
Positioning	For busy parents nearby who need a reliable birthday cake, the bakery that confirms on WhatsApp in one message and delivers on time
Two channels	Google (search + Maps) and WhatsApp. Not doing: paid ads, X, a newsletter
Content engine	1 website page a month answering a real question (e.g. eggless cake options) + 2 short videos a week of cakes being made
Numbers	WhatsApp enquiries/week, enquiry-to-order rate, monthly cake revenue, Business Profile calls and website clicks, referrals
90-day review	Q1: keep what brought orders, drop the weakest video format

04

12-month calendar for 2027

A shape for the year. Swap in your own festivals and busy seasons; the point is that each month has one focus.

Month	Focus	Do this	Check
Jan	Set up	Fill the 9 boxes and plan lines. Set up or clean Search Console and Business Profile. Write today's numbers.	Starting numbers written
Feb	Message	Collect 10 real customer phrases. Rewrite homepage and profile with them.	Homepage uses customer words
Mar	Capture + review	One capture route working end to end. First 90-day review on 31 Mar.	Q1 review done
Apr	Follow-up	Write and date the 3 follow-up messages. Use them on every lead.	Every lead got 3 messages
May	Content	Publish pages answering your top 5 customer questions.	5 pages live

Month	Focus	Do this	Check
Jun	Offer + review	Test one change to the offer (bundle, guarantee, deadline). Review on 30 Jun.	Q2 review done
Jul	Experience	Fix the first-week experience. Ask 5 customers what almost made them not buy.	One fix shipped
Aug	Raise value	Launch the next offer for existing customers.	Repeat-purchase rate checked
Sep	Referrals + review	Start the day-30 referral ask. Review on 30 Sep.	Q3 review done
Oct	Busy-season prep	Plan offers and content for your peak season.	Peak plan written
Nov	Peak	Run the peak offer. Follow up harder. Answer every review.	Leads and orders vs last month
Dec	Review + 2028	Final review on 31 Dec. Keep what worked, write the 2028 boxes.	2028 plan drafted

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05

The weekly 1-hour checklist

Same hour, same day, every week. Put it in your calendar now.

- ☐ **10 min: write this week's numbers (leads, customers, revenue, search clicks, referrals)**
  Trends only show up if the numbers are written in the same place every week.
- ☐ **10 min: open Search Console, look at Performance for the last 7 days, note top queries and any page that dropped**
  Shows what people searched to find you and where you are losing ground.
- ☐ **10 min: check every lead got its follow-up messages (Box 5)**
  Follow-up is the box that slips first.
- ☐ **15 min: publish or schedule this week's content**
  The content engine only works if it runs every week.

- [ ] **5 min: update Business Profile (a photo, an update, reply to new reviews)**
  Keeps your listing current, which Google recommends for local businesses.

- [ ] **5 min: ask one happy customer for a referral or review**
  Box 9 done a little every week.

- [ ] **5 min: write one thing to change next week**
  One small fix a week is 52 fixes a year.

06

SEO + AI search in 2027: what Google actually says

I've done SEO since 2018 and run 30 of my own sites. The rules below are from Google's own documentation, not guesses.

1 **No special tricks for AI Overviews or AI Mode**

Google's AI features page says there are no additional requirements to appear in AI Overviews or AI Mode. A page needs to be indexed and eligible to show in Search with a snippet.

2 **You don't need AI text files or special markup**

The same page says you don't need new machine-readable files, AI text files or special markup to appear in these features. Spend the time on pages people want instead.

3 **Keep doing the basics**

Google lists the usual SEO basics as still applying: allow crawling, make content findable with internal links, give a good page experience, keep important content in text, and keep structured data matching the visible page.

4 **Write for people first**

Google's guide on helpful content asks you to create content for people, not to manipulate rankings. Your answers to real customer questions (Box 2) are that content.

5 **Keep your Business Profile current**

Google's AI features guidance includes keeping Business Profile (and Merchant Center, if you sell products) information up to date.

6 **Measure AI visibility in Search Console**

Google announced Search Generative AI performance reports in Search Console in June 2026, showing impressions for your URLs in AI Overviews, AI Mode and Discover AI features, by page, country, device and date. Google's note says it reached all sites worldwide by 31 Aug 2026. Add it to your weekly hour.

Featured pick

theStacc

If the content engine line is the one you keep skipping, theStacc plans and writes SEO articles in your brand voice and publishes them to WordPress, Shopify, Webflow or Ghost. Its Local SEO module schedules Google Business Profile posts and drafts review replies. It is paid, with a free trial.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Sources

Every claim in this Template traces back to one of these. Checked 2026-11.

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https://developers.google.com/search/blog/2026/06/gen-ai-performance-reports

Google Search Central: Creating helpful, reliable, people-first content
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https://developers.google.com/search/docs/fundamentals/seo-starter-guide

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