

Products-Based Digital Sales Growth Plan Checklist

Print off this checklist and tick off each step as you go through the ['Building a Sales Growth Plan for Your Products-Based Business'](#) guide on our Talk About Digital Podcast website.

Identify Your Ideal Customers

- Define who your target customers are (age, location, interests, etc.)
- Identify what problem your product solves for them
- Consider where your customers are located (local, national, global)
- Determine how much your customers are willing to spend
- Create a basic profile of your ideal customer

Set Clear Sales Goals

- Review your current sales figures and set a starting point
- Decide on a realistic growth target (e.g. increase sales by 10%)
- Ensure your goals align with your business capacity
- Break down your goals into smaller, measurable steps
- Make your goals specific and measurable (e.g. sell 60 products per month)

Understand Your Competition

- Identify your main competitors
- Review their online presence (website, social media, offers)
- Analyse their product range and pricing strategy
- Study customer feedback and reviews of competitors
- Compare your product's strengths to your competitors' weaknesses

Define What Makes Your Products Stand Out

- List the unique features of your product
- Focus on the key benefits your product offers to customers
- Consider your business values (e.g. sustainability)
- Compare your product's strengths to competitors' weaknesses
- Write a clear statement of your Unique Selling Proposition (USP)

Create a Basic Online Presence Plan

- Set up a simple, professional website
- Choose which online platforms suit your products (e.g. social media, Google Shopping)
- Optimise your website for search engines (include relevant keywords)

- Make your business easy to find online (e.g. Google Business Profile)
- Plan how you will engage with customers on chosen platforms

Plan How to Communicate with Your Customers

- Define your communication goals (e.g. promote a new product, increase brand awareness)
- Tailor your messages to your target customer profile
- Choose the communication channels you'll use (e.g. email, social media)
- Create a messaging calendar outlining when to communicate and what to say
- Segment your audience for more tailored communications
- Plan for regular engagement (e.g. weekly social media posts)

Plan Simple Promotions

- Set a realistic promotions budget
- Plan low-cost promotions (e.g. time-limited discounts, social media giveaways)
- Bundle products together to increase value for customers
- Decide on the timing of your promotions (e.g. key dates, seasonal trends)
- Review your promotions regularly and adjust as needed

Keep Track of Your Progress

- Set key performance indicators (KPIs) to track your progress (e.g. sales, traffic)
- Use tools like Google Analytics (GA4) to monitor website traffic and conversion rates
- Review your progress regularly (e.g. monthly or quarterly)
- Compare your performance to your sales goals
- Identify what's working and what needs improvement
- Adjust your plan based on your findings

Understanding Your Strategy: Bringing It All Together

- Ensure your promotions speak to your customer profile
- Align your sales goals with your promotional efforts
- Keep your messaging consistent across all channels
- Regularly review and adjust your strategy as your business grows
- Create a concise strategy summary outlining how everything fits together

Piecing It All Together in One Sales Growth Strategy Document

- Write an introduction with a brief overview of your business and sales goals



- Summarise your target customer profile
- Outline your sales goals clearly
- Include key insights from your competitor analysis
- State your Unique Selling Proposition (USP)
- Summarise your online presence plan (platforms, engagement tactics)
- Include your communication plan (key messages, channels, frequency)
- List your planned promotions and their timing
- Describe how you will track and measure progress
- End with a clear strategy summary to keep you focused

By using this checklist and following the related guide on the TAD website you will understand how to understand how to research, plan and document a strategy plan for your products-based business to grow your number of online sales each month. It all starts with a solid strategy plan.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.