

# The One-Page Digital Marketing Strategy for NZ Small Business

Most NZ small businesses have a marketing strategy. Few have refreshed it for the digital and AI era. This guide changes that – in an afternoon.

## WHAT'S INSIDE

- The Difference Map – get clear on what makes you different before you plan anything
- The 5-step digital marketing planning framework
- Practical reflection prompts for each step
- How AI fits into each stage of your digital strategy
- A fill-in-the-blanks one-page strategy template
- A fillable PDF Difference Map to print and display

# Why most digital marketing plans stop working.

Most NZ small businesses have a marketing strategy. It was written at a planning day a few years ago and predates short-form video, AI content tools, and the way customers now discover businesses online.

The tactics have moved on. The strategy has not. The result is a digital presence that looks busy but does not build toward anything.

**63%**

of SMBs say generating consistent leads online is their biggest challenge.

**2.5x**

revenue growth for businesses with a documented strategy vs those without.

**34%**

average alignment between business leaders and their marketing function.

*Source: Gartner Marketing*

## Five reasons digital marketing plans stop working

- 1** Written once, never revisited.
- 2** No clear digital goal.
- 3** Missing the foundation — brand voice, customer profile, positioning.
- 4** Wrong channels — where competitors are, not where customers are.
- 5** AI without strategy — more content, no clearer purpose.

# What changes when you have a clear strategy.

A side-by-side look at where most NZ small businesses start – and where a clear strategy takes them.

## SECTION 1 · BRAND PERCEPTION

BEFORE – WITHOUT A STRATEGY	ASPECT	AFTER – WITH A STRATEGY
Inconsistent and forgettable	HOW YOU ARE SEEN	Clear, consistent, memorable
Just another option	POSITIONING	The obvious choice for the right client
Confusing or unclear	MESSAGE CLARITY	Clear, compelling, easy to explain
You blend in	DIFFERENTIATION	You stand out and get remembered

## SECTION 2 · CLIENT ATTRACTION

Attracting the wrong clients	WHO YOU ATTRACT	Your best clients, consistently
Explaining and convincing	SALES PROCESS	Catching interest, closing naturally
Low trust, more hesitation	TRUST FACTOR	High trust, faster decisions
Trading time for money	BUSINESS MODEL	Premium pricing, better-fit clients

## SECTION 3 · BUSINESS GROWTH

Inconsistent and unpredictable	GROWTH	Consistent and sustainable
Reactive and scattered	STRATEGY	Focused, intentional, clear
Busy but not impactful	IMPACT	Industry authority, trusted voice
Stuck and overwhelmed	OUTLOOK	Confident and in control

The difference between these two columns is not budget. It is not experience. It is clarity. The Difference Map on the next page is how you get there.

# What makes you different?

The question every marketing plan has to answer first.

Most marketing plans start with tactics. Which channels to use. How often to post. What the budget is. These are execution questions. They are worth answering. But they are the wrong starting point.

The right starting point is a harder question: what actually makes your business different, and why does that difference matter to the people you want to serve?

Bernadette Jiwa, author of *Difference*, developed a simple framework for answering that question. It is called the Difference Map. Before you work through the five-step planning framework in this guide, spend twenty minutes with the map on the next page.

It will make every step that follows sharper.

## AI TIP

Once you have filled in your Difference Map, paste your answers into Claude or ChatGPT with this prompt: ***"I have completed a Difference Map for my business. Here are my answers: [paste answers]. Based on this, write a two-sentence positioning statement that captures what makes my business different and who it serves."*** Use the output as the opening line of your one-page strategy.

*The Difference Map framework is the work of Bernadette Jiwa, author of Difference. Used with credit.  
[thetoryoftelling.com/books/difference](http://thetoryoftelling.com/books/difference)*

# Spend twenty minutes here before anything else.

Work through each column. The answers feed directly into Steps 1 and 2 of the framework, and the one-page template at the end.

## the difference map

CREATED FOR:

DATE:

PRINCIPLES				
Truth about me/us	Truth about the market/industry	Truth about the people I/we want to serve		
PURPOSE	PEOPLE	PERSONAL	PERCEPTION	PRODUCT
Why do we exist?	Who is this for? What do they care about?	How can we change how people feel? How can we help them live better lives?	What do they believe? What would we like them to believe about us?	What do people really want or need? How do we create value for our customers?

The Difference Map framework is the work of Bernadette Jiwa, author of *Difference: The one-of-a-kind brand strategy template*. Used with credit. [thestoryoftelling.com/books/difference](http://thestoryoftelling.com/books/difference)

# Your 5-step digital marketing planning framework.

Each step builds on the last. You can complete this framework in a focused afternoon. The output is a single-page digital marketing strategy you can act on immediately.

If you have already completed the Difference Map, you have a head start. Your Purpose, People, and Product answers feed directly into Steps 1 and 2.

- 1 Get clear on where you're going.**  
Align your digital marketing to your business goals.
- 2 Know what you can realistically do.**  
Audit your digital capabilities and close the gaps.
- 3 Make every dollar work harder.**  
Budget your digital spend with intention, not habit.
- 4 Track the numbers that matter.**  
Pick 3–5 digital metrics that actually tell the story.
- 5 Write your plan on one page.**  
Document it simply so you can act on it.

## AI TIP — WORK THROUGH THIS GUIDE WITH AN LLM

Upload this guide to Claude or ChatGPT before you start, then use this prompt: *"I am working through a digital marketing strategy guide. Read the full document. Then guide me through each of the five steps one at a time — ask me the reflection questions, wait for my answers, and help me build my strategy as we go. Do not move to the next step until I say I am ready."* Your AI becomes your thinking partner.

# Get clear on where you're going.

Align your marketing to your actual business goals.

Most digital marketing problems are not digital problems. They are clarity problems. Before you choose a channel, write a caption, or spend a dollar on ads, you need to be specific about what your business is trying to achieve in the next 12 to 24 months. A digital presence without a business goal is just noise.

## REFLECT ON THESE QUESTIONS

- 1 What does success look like for your business in 12 months?
- 2 Which one or two growth areas matter most right now — new customers, more from existing ones, or a new market?
- 3 What is your digital marketing supposed to do that it is not doing yet?
- 4 If you had to say where 80% of your marketing energy should go, what would it be?

## ACTIONS TO TAKE

- Write down your top two or three business goals in plain language — not marketing speak.
- Identify which goal has the highest marketing leverage right now.
- Define your primary customer: who they are, what they want, what stops them buying.
- List the digital channels where your customers actually spend time — not where you wish they did.
- Set a planning horizon: 6, 12, or 18 months ahead?

### AI TIP

Paste your top two or three business goals into Claude or ChatGPT with this prompt: *"These are my business goals for the next 12 months: [paste goals]. I run a [type of business] in New Zealand. Which goal has the highest marketing leverage right now, and what is the single most important marketing activity to support it? Keep the answer to three sentences."* Use the output as a sanity check — not a final answer.

## MY NOTES FOR THIS STEP

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# Know what you can realistically do.

Audit your capabilities before you commit to a plan.

There is no point building a digital strategy around weekly video content if you hate being on camera. Or committing to daily social posts if you are already working 60-hour weeks. The best plan is one you can actually execute with the time, skills, and budget you have right now.

## REFLECT ON THESE QUESTIONS

- 1 What marketing activity have you done consistently in the last 6 months?
- 2 Where do you have real skill or genuine enjoyment — content, relationships, events, ads?
- 3 What marketing tasks drain you most or keep getting pushed to the bottom of the list?
- 4 Do you have support — a team, a VA, an agency — or is it all on you?

## ACTIONS TO TAKE

- List every marketing activity you are currently doing or meant to be doing.
- Mark each one: doing well, inconsistent, or not doing at all.
- Identify your biggest capability gap — the one thing missing that would make the biggest difference.
- Decide what to stop: cut activities not connected to your goals.
- Plan for your gap: will you learn it, hire it, or use AI to fill it?

### AI TIP

List your three biggest capability gaps — the marketing activities you know you should be doing but are not. Paste them into Claude with this prompt: *“These are my three biggest marketing capability gaps: [list them]. For each one, tell me whether AI can realistically fill this gap today, what tool or approach would work, and what I would still need to do myself. Be specific and practical.”*

## MY NOTES FOR THIS STEP

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# Make every dollar work harder.

Budget with intention, not habit or guesswork.

Most NZ small businesses either spend too little on digital marketing to get results, or spread budget across too many channels and wonder why nothing sticks. The smarter question: which digital channel actually reaches your specific customer?

## REFLECT ON THESE QUESTIONS

- 1 What is your current monthly or annual digital marketing budget — including your own time?
- 2 Where has your marketing spend actually produced results in the last 12 months?
- 3 Are there channels you are paying for out of habit, not evidence?
- 4 What would you invest in if you had 20% more budget to play with?

## ACTIONS TO TAKE

- Map your current marketing spend by channel — even a rough estimate is useful.
- Identify your best-performing channel by cost per lead or cost per sale.
- Cut or reduce spend on channels with no evidence of return.
- Allocate at least 60% of your budget to one or two channels you know work.
- Set aside 10–15% for testing one new channel or tactic this year.

### AI TIP

Before you finalise your budget, use AI to estimate your execution time savings. Paste this into Claude: *“I currently spend approximately [X hours] per week on marketing tasks including [list tasks]. Which of these tasks can AI handle with minimal input from me, and how much time per week could I realistically save? Then tell me what I could do with that recovered time to grow my business.”*

## MY NOTES FOR THIS STEP

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# Track the numbers that actually matter.

Pick 3 to 5 metrics that tell the real story.

Likes and follower counts feel good but they do not pay invoices. The metrics you track should connect directly to business outcomes — leads generated, sales conversion rates, customer lifetime value, or website traffic from search. The best metric is the one you will actually check. Simple and consistent beats sophisticated and ignored.

## REFLECT ON THESE QUESTIONS

- ① What marketing metric do you look at most often right now?
- ② Does that metric tell you if marketing is growing your business, or just your audience?
- ③ What would you need to measure to know your plan is actually working?
- ④ How often do you currently review marketing performance — weekly, monthly, never?

## ACTIONS TO TAKE

- Choose three to five metrics tied to your business goals from Step 1.
- Set up a simple dashboard — even a Google Sheet updated monthly is enough.
- Define a baseline: what are your numbers right now, before the plan starts?
- Set a target for each metric over the next 12 months.
- Schedule a monthly 30-minute review to check the numbers and adjust.

### AI TIP

Once you have chosen your 3 to 5 metrics, use AI to build a simple monthly review process. Paste this prompt: *“My business is [brief description]. My 3 to 5 key marketing metrics are: [list them]. Write me a simple 30-minute monthly marketing review template I can follow to check these numbers, spot what is working, and decide what to adjust next month. Keep it practical — I am doing this alone.”* Save the output as a recurring calendar task.

## MY NOTES FOR THIS STEP

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# Write your plan on one page.

Document it so you can act on it and share it.

A plan that lives in your head is not a plan. It is a wish. Writing your strategy down, even on a single page, forces clarity, creates accountability, and makes it possible to share with a team, a business partner, or an advisor. The next page is your template – fill it in using everything you have worked through in Steps 1 to 4 and the Difference Map you completed at the start.

## REFLECT ON THESE QUESTIONS

- 1 If a new team member started tomorrow, could you hand them a document explaining your digital marketing approach?
- 2 Does your strategy feel exciting and realistic, or overwhelming and vague?
- 3 What is the single most important thing your marketing needs to achieve this year?
- 4 Who else needs to understand and support this plan?

## ACTIONS TO TAKE

- Fill in the one-page template on the next page – allow 30 minutes.
- Share it with someone who will hold you accountable.
- Put a recurring 30-minute calendar reminder to review it monthly.
- Use the strategy to say no to distractions that do not fit your plan.

### AI TIP

Once your one-page template is filled in, take a photo of it or type it up and paste it into Claude with this prompt: *“This is my one-page marketing strategy: [paste content]. I run a [type of business] serving [your audience] in New Zealand. Review it and tell me: what is the strongest part of this strategy, what is the biggest gap or risk, and what is the one thing I should do in the next 30 days to build momentum. Be direct and specific.”*

## MY NOTES FOR THIS STEP

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# My one-page digital marketing strategy.

BUSINESS \_\_\_\_\_ DATE \_\_\_\_\_ REVIEW BY \_\_\_\_\_

### MY DIGITAL MARKETING VISION

Where do I want my marketing to take my business?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### MY DIGITAL MARKETING STRATEGY STATEMENT

How will I win? What is my core approach?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CURRENT STATE	MY PLAN	TARGET STATE
3-5 honest facts about where I am now	3-5 initiatives I will focus on	3-5 measurable outcomes I am targeting
_____ _____ _____ _____ _____	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____

### ASSUMPTIONS

3-5 assumptions that must be true for this plan to work

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### MY 3 TO 5 KEY METRICS – WHAT I WILL MEASURE AND HOW OFTEN

METRIC 1

\_\_\_\_\_  
\_\_\_\_\_

METRIC 2

\_\_\_\_\_  
\_\_\_\_\_

METRIC 3

\_\_\_\_\_  
\_\_\_\_\_

METRIC 4

\_\_\_\_\_  
\_\_\_\_\_

METRIC 5

\_\_\_\_\_  
\_\_\_\_\_

# Start here. Answer these questions honestly.

Work through these before you transfer answers to the visual map. There are no wrong answers – only honest ones and vague ones.

## TRUTH 1 – ABOUT ME AND MY BUSINESS

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*What do I do that genuinely helps people? What am I actually good at? What would clients say about working with me that I would never say about myself? What do I believe about my industry that most people in it do not?*

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## TRUTH 2 – ABOUT MY MARKET AND INDUSTRY

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*What is changing in my industry right now? What are most businesses in my space getting wrong? What gap exists that nobody is filling well? What do my clients have to deal with that they should not have to?*

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## TRUTH 3 – ABOUT THE PEOPLE I WANT TO SERVE

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*Who is my best client? What keeps them up at night? What have they already tried? What do they want to feel after working with me? What would they say to a friend who asked if they should hire me?*

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Once you have answered these three questions, move to Part 2 on the next page →

# Now map your answers to the Five Lenses.

Use what you wrote on the previous page. These five lenses are the quadrants on the Difference Map — once you have answered them, you are ready to fill in the map itself.

## PURPOSE

*Why does my business exist beyond making money?*

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## PEOPLE

*Who specifically is this for, and what do they care about most?*

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## PERSONAL

*How do I want people to feel after working with me? How does that change their life or business?*

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## PERCEPTION

*What do my ideal clients believe right now? What would I like them to believe about what I do?*

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## PRODUCT

*What do people actually want when they come to me — not what I sell, but what they are really buying?*

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Once you have answered all five lenses, turn the page to put your work into action →

# What to do with your answers.

Filling in the map is only the first step. A strategy that lives in a notebook does not change anything. Here is how to make it real.

## **Transfer them to the map.**

Take the Difference Map on page 5, print it out, and write your final answers in the relevant sections.

## **Put it somewhere visible.**

Print it and stick it on your office wall, or save it as your computer screensaver. Your strategy should be in front of you, not filed away.

## **Share it with your team.**

Everyone who creates or communicates on behalf of your business should be working from the same truth.

## **Revisit it every six months.**

Review it when you review your one-page strategy.

### **AI TIP**

Once your map is complete, paste all your answers into Claude and use this prompt: *"Here are my completed Difference Map answers: [paste answers]. Based on these, write me a one-paragraph brand positioning statement for my business that I could use on my website, in my email signature, and when introducing myself at networking events. It should sound like a real person, not a corporate mission statement. Under 60 words."*

# Five prompts to use with any AI tool.

Each prompt maps to a step in this guide. Copy and paste directly into Claude, ChatGPT, or any AI tool you use. Replace the bracketed placeholders with your own details before sending.

1

## AFTER COMPLETING THE DIFFERENCE MAP

*Use this when: you have filled in your Difference Map and want to turn your answers into a positioning statement.*

"I have completed a Difference Map for my business. Here are my answers: [paste answers]. Based on this, write a two-sentence positioning statement that captures what makes my business different and who it serves."

2

## STEP 1 — CLARIFY YOUR GOALS

*Use this when: you have written your business goals and want a second opinion on your marketing priority.*

"These are my business goals for the next 12 months: [paste goals]. I run a [type of business] in New Zealand. Which goal has the highest marketing leverage right now, and what is the single most important marketing activity to support it? Keep the answer to three sentences."

3

## STEP 2 — AUDIT YOUR CAPABILITY GAPS

*Use this when: you have identified your capability gaps and want to know where AI can genuinely help.*

"These are my three biggest marketing capability gaps: [list them]. For each one, tell me whether AI can realistically fill this gap today, what tool or approach would work, and what I would still need to do myself. Be specific and practical."

4

## STEP 3 — UNDERSTAND YOUR TIME SAVINGS

*Use this when: you want to calculate the real value of AI before finalising your budget.*

"I currently spend approximately [X hours] per week on marketing tasks including [list tasks]. Which of these can AI handle with minimal input from me, and how much time per week could I realistically save? Then tell me what I could do with that recovered time to grow my business."

5

## STEP 5 — PRESSURE-TEST YOUR COMPLETED STRATEGY

*Use this when: your one-page template is filled in and you want an expert review.*

"This is my one-page digital marketing strategy: [paste content]. I run a [type of business] serving [your audience] in New Zealand. Review it and tell me: what is the strongest part, what is the biggest gap or risk, and what is the one thing I should do in the next 30 days to build momentum. Be direct and specific."

*These prompts work across Claude, ChatGPT, Gemini, and most other AI tools.*

# You have got the strategy. Now build the system.

A one-page strategy is the start. The NZ small business owners who see real results are the ones who pair a clear plan with consistent, well-executed digital marketing.

The next step is building the AI systems to execute it – without losing the voice and personality that make your business yours.

## OPTION 1

### Put it to work yourself

You have everything you need in this guide. Work through the Difference Map, complete the five steps, and fill in your one-page template. Use the five AI prompts to build and pressure-test as you go. Your digital marketing strategy for the year – done in an afternoon.

## OPTION 2

### Nail it with expert guidance

Book a Charisma Digital strategy session. We work through your Difference Map and one-page template together, pressure-test your thinking, and you leave with a clear digital marketing strategy and a practical 90-day action plan. No fluff. No pitch. Just a strategy that works.

**LET'S TALK**

[charismadigital.co.nz](https://charismadigital.co.nz)

