FIRST PRINCIPLES MARKETING

MARKETING PLAN

Revive Lemonade

Revive Lemonade is a small fresh-squeezed lemonade stand. Customers walk up, order and pay on the spot.

REVENUE GOAL	NEW CUSTOMERS NEEDED	CUSTOMER LIFETIME VALUE	BLENDED COST PER CUSTOMER
$30,000/mo	160/mo	$144	$21

1 Your business and customer economics
2 Your customer gap
3 Marketing maps
4 Ad concepts
5 Acquisition model
6 Marketing plan

Prepared for Revive Lemonade (sample) **Date** November 28, 2026

1 Your business and customer economics

What one customer is worth. Every number in this plan starts here.

YOUR BENEFIT

A refreshing drink that is better for you, with the health benefits of one whole lemon in every glass.

HOW CUSTOMERS BUY

Visit: People walk up to the stand, order and pay on the spot.

Average spend per purchase	$6.00 Average spend per visit.
Purchases per month	4 About once a week.
Average customer lifetime	10 months Customers keep coming for about 10 months.
Gross margin	60% Gross margin after the cost of goods.
Revenue per customer per month	$24.00
Customer lifetime value (gross profit)	**$144**
Comfortable cost to win a customer	$36 A quarter of lifetime value, a common rule of thumb.

2 Your customer gap

How many customers it takes to reach your revenue goal, and how many you need to win each month.

TODAY	GOAL	CUSTOMER GAP	NEW CUSTOMERS NEEDED
$20,000/mo	$30,000/mo	417	160/mo
833 customers	1,250 customers	to add over 12 months	125 to replace customers you lose, plus 34.7 to grow

IS THE GOAL REALISTIC?

Doable: about 160 new customers a month for a year replaces the customers who leave and closes the gap.

- Revive needs 1,250 active customers and has about 833 today.
- Replacing lost customers takes 125 new customers a month.
- Closing the 417-customer gap over 12 months adds about 35 a month.

Ask every new customer how they heard about Revive from day one, so each campaign's results are clear.

3 Marketing maps

Each map names the customers to win, the belief holding them back, and the strategy and idea that change it.

Map 1: They don't want your benefit, "They prefer the taste of other drinks"

CAMPAIGN **Lemon Benefits** TARGET People who prefer iced tea to lemonade

DO TODAY

Drink iced tea instead of lemonade

BELIEVE TODAY

Iced tea tastes better than lemonade

Change the belief and the behavior follows

THE STRATEGY

Unlocks: They don't want your benefit

Develop an alternate benefit that does not depend on taste preference

THE IDEA

Every glass of Revive gives you the health benefits of one whole lemon.

DO TOMORROW

Buy Revive Lemonade

BELIEVE TOMORROW

Revive is an essential, better-for-you part of my day

Map 2: They already have your benefit, "They already grab a drink at the coffee shop on their way"

CAMPAIGN **Now Open** TARGET Neighbors within a few blocks of the new location

DO TODAY

Buy a drink at the coffee shop they pass

BELIEVE TODAY

The coffee shop is my easy, everyday stop

Change the belief and the behavior follows

THE STRATEGY

Unlocks: They already have your benefit

Show you deliver it better: make Revive the easy, better stop on their way

THE IDEA

A Now Open postcard with the stand's address and a small map, showing it's right on their way.

DO TOMORROW

Stop at the new Revive stand

BELIEVE TOMORROW

Revive is right on my way, and a better drink

Map 3: They don't think it's worth the price or effort, "Homemade lemonade is cheaper and tastes just as good"

CAMPAIGN **Taste the Difference** TARGET People who make lemonade at home

DO TODAY

Make lemonade at home

BELIEVE TODAY

My homemade lemonade is just as good, and it costs less

Change the belief and the behavior follows

THE STRATEGY

Unlocks: They don't think it's worth the price or effort

Reduce the risk with a free sample, side by side with the homemade kind

THE IDEA

Free side-by-side tastings at the stand every Saturday: a typical homemade lemonade next to Revive.

DO TOMORROW

Buy Revive at the stand on weekends

BELIEVE TOMORROW

Fresh-squeezed Revive tastes better than anything I make, and it's worth the trip

4 Ad concepts

The creative for each map. Ready-to-upload images in feed and story sizes, plus all the copy, are in the ad files download (ZIP) on Step 5 of the planner.



Lemon Benefits

The health benefits of one whole lemon

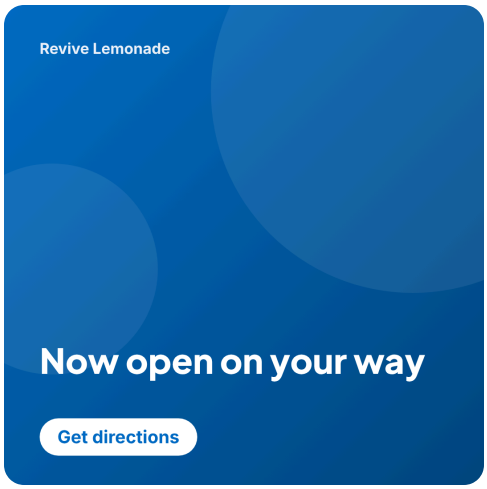
Every glass of Revive gives you the health benefits of one whole lemon. Fresh-squeezed at our stand.

Big idea	Turn lemonade from a taste choice into a better-for-you daily habit.
Button	Get directions
Picture to use	A glass of fresh-squeezed lemonade next to a halved lemon on the stand's counter, bright daylight.

SEARCH AD

Fresh-Squeezed Lemonade | A Whole Lemon in Every Glass | Revive Lemonade Stand

Every glass of Revive gives you the health benefits of one whole lemon. Visit the stand today.

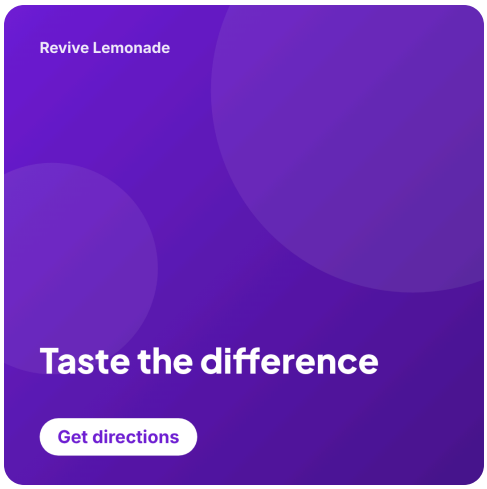


Now Open

Now open on your way

Revive is now open just around the corner: fresh-squeezed lemonade, right on your way.

Big idea	Tell neighbors the new stand is right on their way.
Button	Get directions
Picture to use	The Revive stand on its street corner, with a neighbor stopping by on the way to work.



Taste the Difference

Taste the difference

Think your homemade lemonade is just as good? Taste the two side by side, free, at the Revive stand every Saturday.

Big idea	Let homemade-lemonade fans taste the difference for themselves, free.
Button	Get directions
Picture to use	Two small tasting cups side by side on the stand's counter, one labeled homemade and one labeled Revive.

5 Acquisition model

Every tool that wins your new customers: your presence and referrals, then ads priced with published industry benchmarks.

Healthy: LTV is 7x your blended acquisition cost, and every tool stays under your LTV. The mix covers your target of 160 new customers a month.

Stand, sign and Saturday tastings

Physical presence · Taste the Difference

People walking past see the stand every day, and Saturday tastings let homemade-lemonade fans compare for themselves.

Monthly cost		New customers a month		Cost per customer
$300	÷	60	=	$5

Google Business Profile and website

Online presence

Neighbors searching for a drink nearby find the stand, its hours and its reviews.

Monthly cost		New customers a month		Cost per customer
$50	÷	25	=	$2

Ask regulars to bring a friend

Referrals

Regulars already like Revive, and a friend's word is the most trusted marketing there is.

Monthly cost		New customers a month		Cost per customer
$0	÷	20	=	$0

Facebook ads

Lemon Benefits

Reaches iced tea drinkers within a mile of the stand, and asking every new customer how they heard shows which ad works.

Cost per click		Click to map or directions		Directions to customer	=	Cost per customer
$2.00	→	15%	→	30%		$44

35 customers a month **$1,556 a month**

Direct mail postcards

Now Open

4,000 every-door postcards a month reach the households closest to the new stand.

Cost per postcard	→	Postcard to new customer	=	Cost per customer
$0.35		**0.5%**		**$70**

20 customers a month **$1,400 a month**

Total	160 new customers a month	$3,306 marketing cost a month	$21 blended cost per customer

12-month outlook

Month	Customers at start	New customers	Customers at end	Revenue	Marketing cost	Gross profit after marketing
1	833	+133	**883**	$21,180	$3,306	$9,402
2	883	+146	**941**	$22,572	$3,306	$10,238
3	941	+160	**1,006**	$24,155	$3,306	$11,187
4	1,006	+160	**1,066**	$25,579	$3,306	$12,042
5	1,066	+160	**1,119**	$26,861	$3,306	$12,811
6	1,119	+160	**1,167**	$28,015	$3,306	$13,504
7	1,167	+160	**1,211**	$29,054	$3,306	$14,127
8	1,211	+160	**1,250**	$29,988	$3,306	$14,687
9	1,250	+160	**1,285**	$30,830	$3,306	$15,192
10	1,285	+160	**1,316**	$31,587	$3,306	$15,646
11	1,316	+160	**1,344**	$32,268	$3,306	$16,055
12	1,344	+160	**1,370**	$32,881	$3,306	$16,423
Year		**+1,879**		**$334,970**	**$39,667**	**$161,315**

Starts from 833 current customers and keeps 90% of them each month, with new ad customers at 50% in month 1 and 75% in month 2 while the ads are tuned. Ideas you are also building are not included.

6 Marketing plan

Your goals, the strategies to reach them, and the steps that get each one done.

Goal	Strategy	Steps to get it done	Status	Due	Lead

160 new customers a month by June, at about $21 each	Lemon Benefits: Facebook ads to iced tea drinkers	**1. Film 3 short videos of customers enjoying Revive at the stand** Shoot vertical 15-second clips on a phone in daylight, with the lemons and the stand in view. Done when you have 3 clips you would post.	Done	Week 1	TM
		2. Launch 2 Facebook ads to iced tea drinkers within a mile In Meta Ads Manager, target people within a mile of the stand, use one video per ad and the line about the health benefits of one whole lemon. Done when both ads are approved and running.	In progress	Week 2	TM
		3. Count new customers from each ad every week and move budget to the ad that wins customers for under $44 Every Friday, tally the till sheet answers for each ad, divide each ad's spend by its new customers and shift money to the cheaper ad. Done when 4 weeks are tracked.	Not started	Week 6	TM
	Now Open: postcards to nearby neighbors	**1. Design a Now Open postcard that shows the stand is right on their way** Use a postcard template in Canva: the stand's address, a small map from the nearby streets and the hours. Done when the proof is approved.	Not started	Week 1	BL
		2. Mail 4,000 postcards to the households closest to the stand Book every-door mail delivery with the post office for the blocks around the stand, about $0.35 a card. Done when the cards are dropped off.	Not started	Week 2	BL
		3. Count customers who mention the postcard and decide whether to mail the next 4,000 After 4 weeks, count the till sheet answers that say 'postcard'. At 20 or more new customers per 4,000 cards, mail again.	Not started	Week 6	BL
	Taste the Difference: free tastings at the stand	**1. Set up a free side-by-side tasting table at the stand every Saturday in May** Pour small cups of a typical homemade lemonade next to Revive, with a sign that says Taste the difference. Done when the first Saturday runs.	Not started	May 3	TJ
		2. Count tasters and how many buy a glass the same day Keep a tally sheet at the table: one mark per taster and one per purchase. Done when every Saturday in May is counted.	Not started	May 31	TJ

	Online presence: get found nearby	**1. Claim Revive's Google Business Profile and fill it in** Add the stand's map pin, hours and 10 photos of the stand and drinks. Done when the profile is verified and live.	Not started	Week 1	TJ
		2. Ask happy customers for a Google review at the stand Put a small QR code on the counter that opens the review page, and ask regulars in person. Done when Revive has 25 reviews.	Not started	Week 4	TJ
	Referrals: ask regulars to bring a friend	**1. Ask every regular at the counter to bring a friend next time** Whoever is at the stand says it to each regular for a month: we'd love to meet your friends. Done when the whole team is doing it.	Not started	Week 2	TM
		2. Count new customers who say a friend brought them Add 'a friend' to the how-did-you-hear tally on the till sheet and total it each month. Done after the first monthly count.	Not started	Week 6	TM
Know where every new customer comes from by May	Ask every new customer	**1. Ask every first-time customer how they heard about Revive and tally it on the till sheet** Add five columns to the till sheet: walked by, tasting, Facebook, postcard and friend. Done when the whole team is doing it.	Not started	Week 1	TJ
	Monthly review	**1. Review new customers, cost per customer and every step's status on the first Monday of each month**	Not started	Monthly	TM

START THIS WEEK

Film the three customer videos at the stand on Saturday.

MAKE IT A HABIT

Review this plan every month: update each status, add the next steps, and run each paid ad as a 90-day test with its own tracking code. Ask every new customer how they heard about you.