6 Month Marketing Plan

Build It. Implement It. Achieve Results.
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Agenda

- Basics of Marketing…for today
- Customer Focused Marketing
- Goals & Objectives
- Building Your Marketing Plan
WHERE ARE YOU TODAY?
At its core, marketing is about eliciting a physical and measureable response.
What are campaigns?

Push content

Pull response
Measurable Response

click or download

come to the store or office

schedule a session

donate

call
Flipping the Funnel

Marketing then.

Find

Convert

Keep

Marketing now.
Customer Focused Marketing

~90% Current customers

~9% Word of mouth

~1% New prospects
## General goals

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>new customers, donors</td>
</tr>
<tr>
<td>Drive</td>
<td>repeat business, support</td>
</tr>
<tr>
<td>Nurture</td>
<td>leads and relationships</td>
</tr>
<tr>
<td>Engage</td>
<td>members, advocates, volunteers</td>
</tr>
<tr>
<td>Increase</td>
<td>donations, revenue</td>
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Get more specific with objectives

**Drive** donations this month

**Deliver** content to tradeshow leads

**Fill** seats on a Sunday
Get more specific with objectives

Drive donations this month
Is it a good objective?
Three questions to ask

1. Will achieving this objective help my business grow?
2. Is this objective attainable?
3. How will I measure it, or my progress towards it?
Start where you are
And where your customers and relationships are.
Executive Summary:

- Complete your Executive Summary last
- Summary of each of the sections in your marketing plan
- Helpful reminder for yourself and or other constituents (e.g., employees, advisors, etc)
Target Customers:

- Define the following:
  - Target customer
  - Demographic profile: age, gender
  - Psychographic profile:
    - Target customers interests, wants and needs as they relate to the products and/or services you offer
Unique Selling Perspective:
- Define what distinguishes your company from competitors

Pricing and Positioning Strategy:
- Define your position strategy (ex; training for champion show dogs) and how your pricing supports it. What distinguishes you from your competitors?
Distribution Plan:
- Define how customers will buy from you:
  - online,
  - brick and mortar,
  - from other distributors,
  - retailers, etc
Your Offers:

- Define any special deals you are able to offer:
  - free trials,
  - money-back guarantees,
  - packages (combining different products and/or services)
  - discount offers,
  - price matching, etc
Marketing Materials:

- Define collateral you will use to promote your business to current and prospective customers:
  - website,
  - print material
    - brochures,
    - business cards,
    - catalogs, etc)

- List which ones you have and what you will need
Promotions Strategy:
- How you will reach new customers
  - email, social media, newspaper, trade shows, press releases, event marketing, etc

Online Marketing Strategy:
- Define your online marketing strategy (ex: secure new customers, gain and maintain a competitive advantage).
  - Items and specialists who can support your efforts: Keyword Strategy, SEO, Paid Online, Social Media Strategy
Conversion Strategy
- Define techniques/strategies to acquire new customers
  - securing customer testimonials,
  - before and after photos, etc

Retention Strategy
- Get current/existing customers to buy more often (ex; monthly newsletter, customer loyalty program, etc)

Referral Strategy
- How to get current customers to refer new customers – what can you give them as a reward, etc
Joint Ventures & Partnerships:

- Define current and or possible joint ventures
- Define partnerships with other organizations
  - Keep in mind what customers buy before, during and/or after they buy from your company

- List companies:
  - Reach out to try to secure them (ex; sell hair product – partner with local beauty salon, etc)
Strategy for Increasing Transaction Pricing:

- Define ways to increase your transaction price(s)
  - creating product or service bundles/packages, etc

Financial Projections:

- Identify promotional expenses and which strategies will most likely give you the highest return on investment