

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?



Facebook



LinkedIn



Twitter



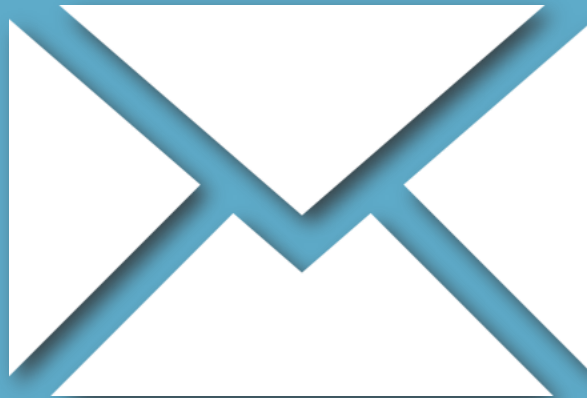
Pinterest



Instagram

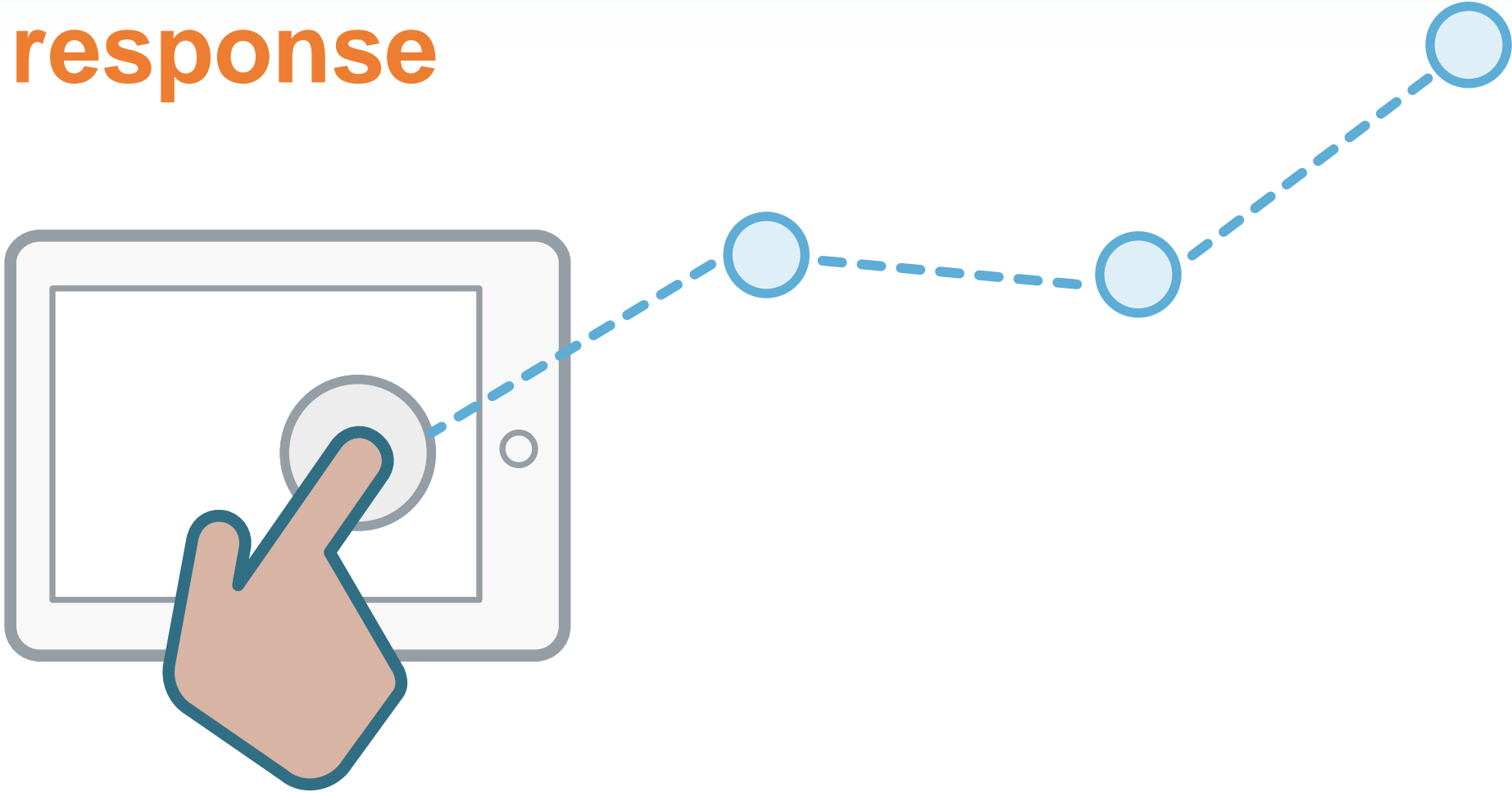


Youtube



At its core, marketing is about eliciting a physical and measurable

response



What are
campaigns?

Push content

Pull response



Measurable Response



click or
download



come to
the store
or office



schedule
a session



donate

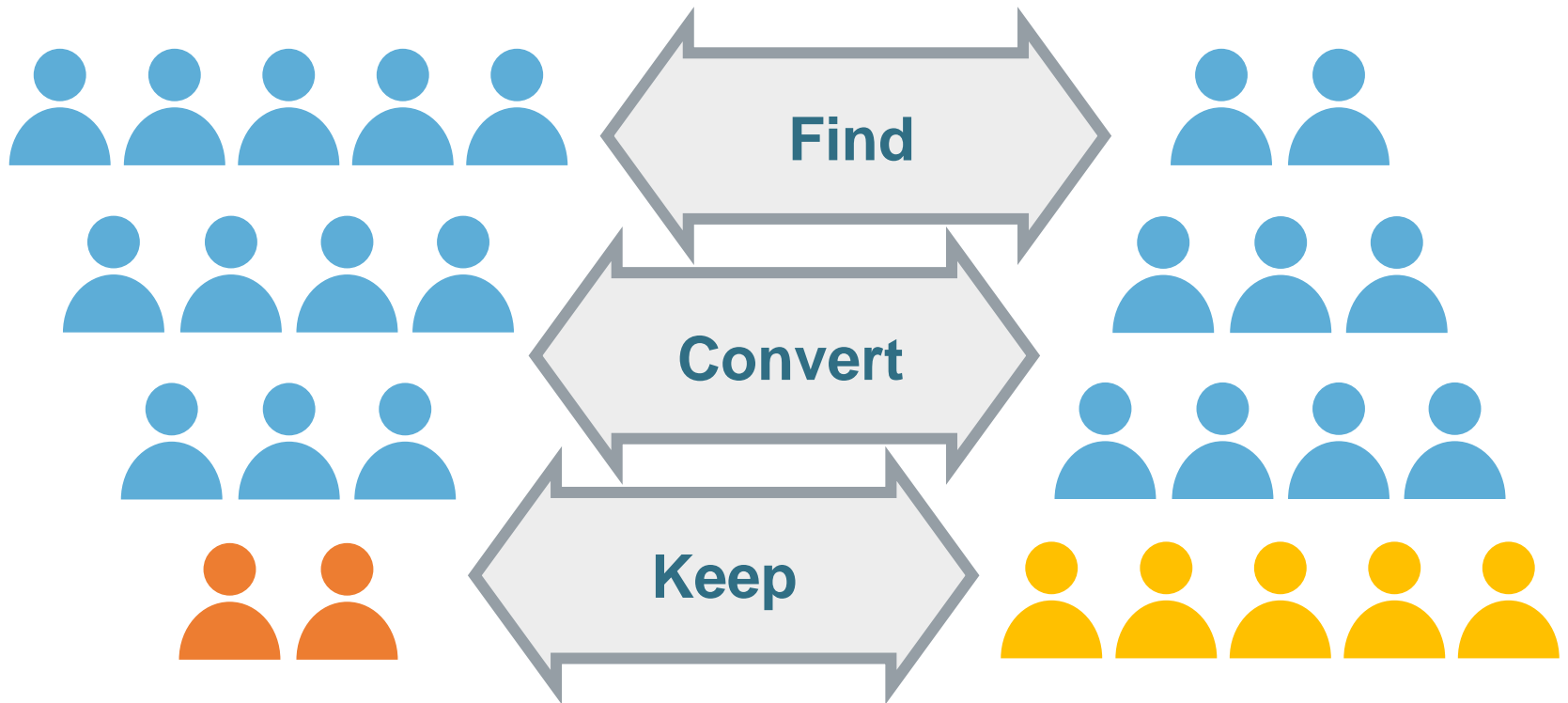


call

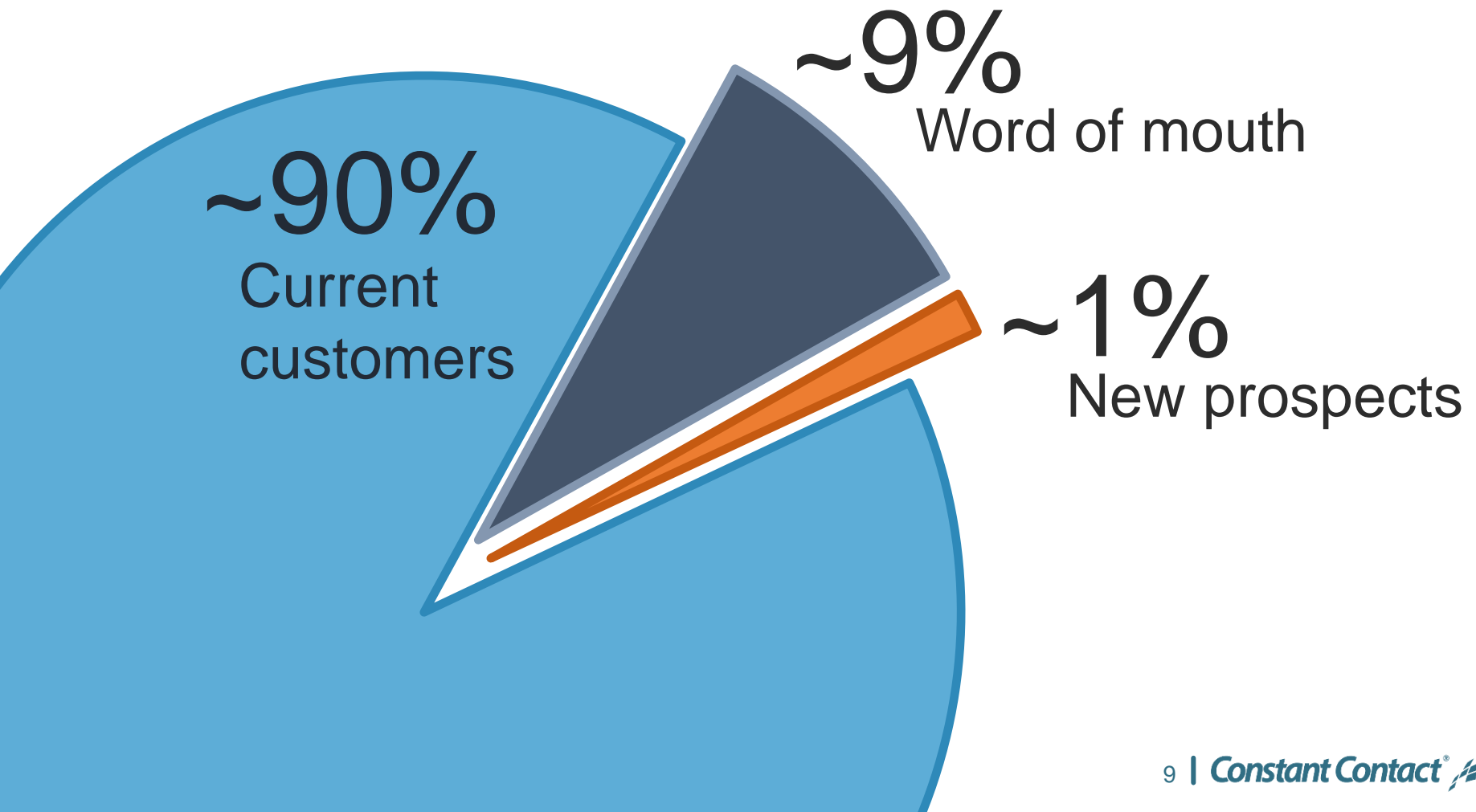
Flipping the Funnel

Marketing then.

Marketing now.



Customer Focused Marketing



General goals

Reach new customers, donors

Drive repeat business, support

Nurture leads and relationships

Engage members, advocates,
volunteers

Increase donations, revenue

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