

# 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

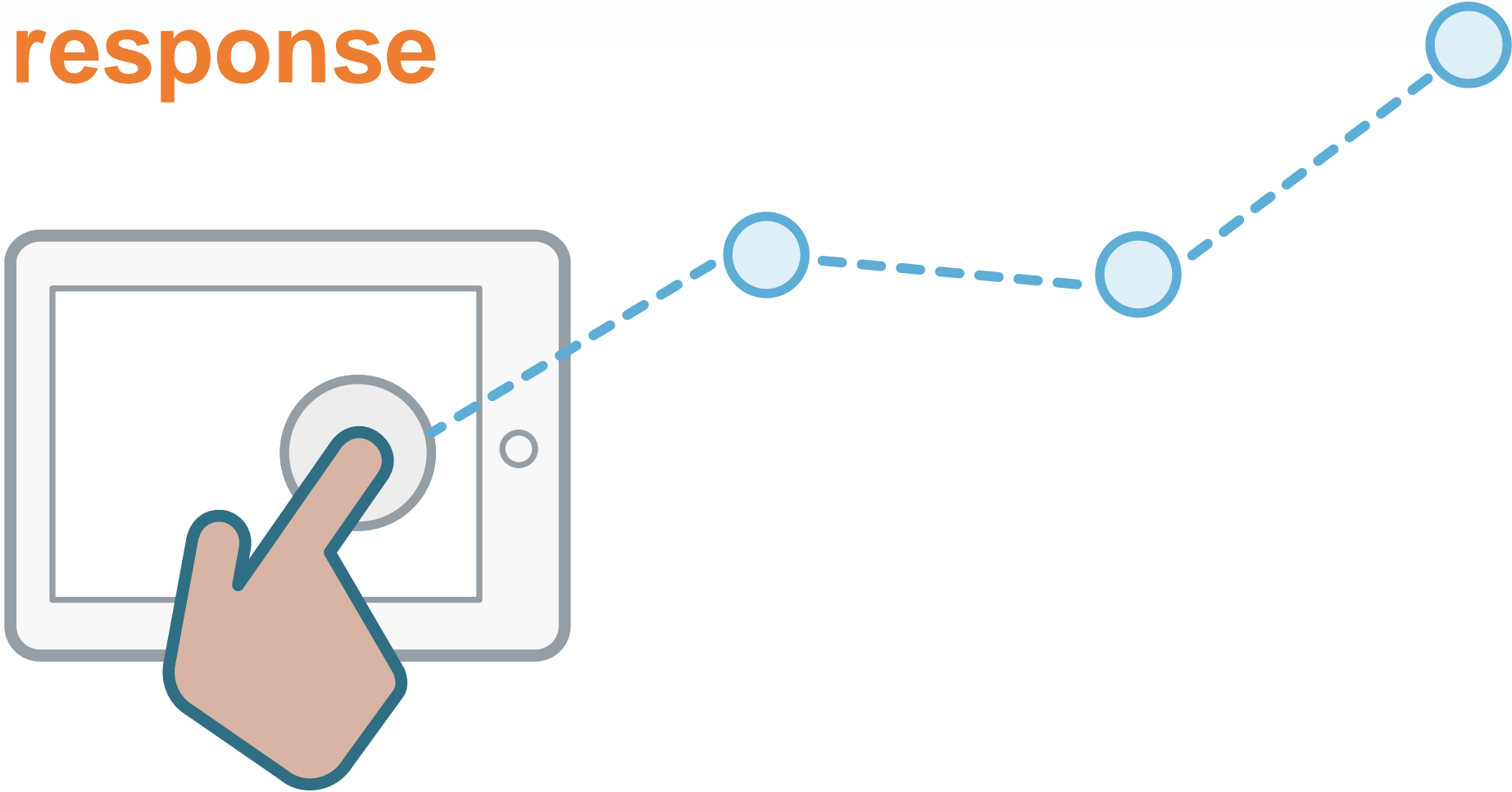


Youtube



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

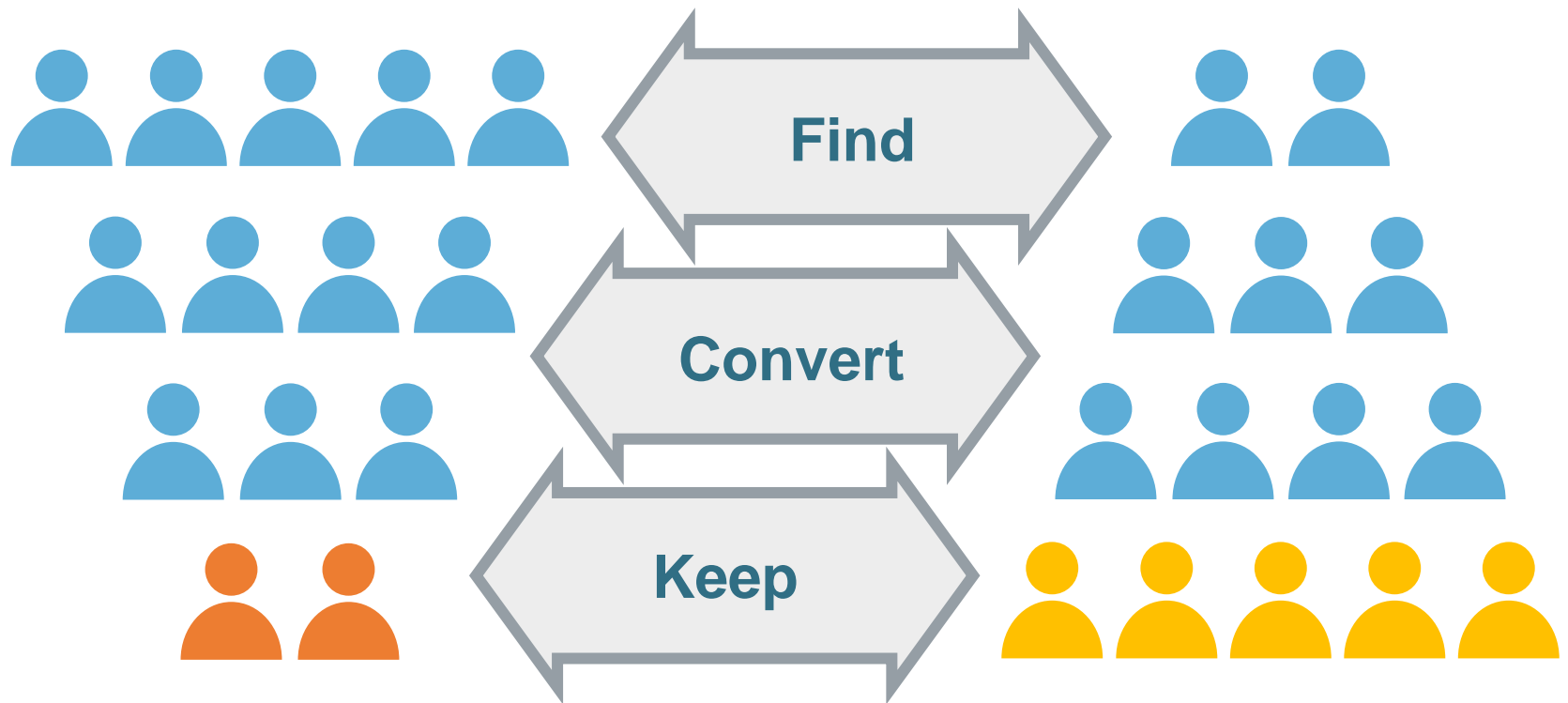


call

# Flipping the Funnel

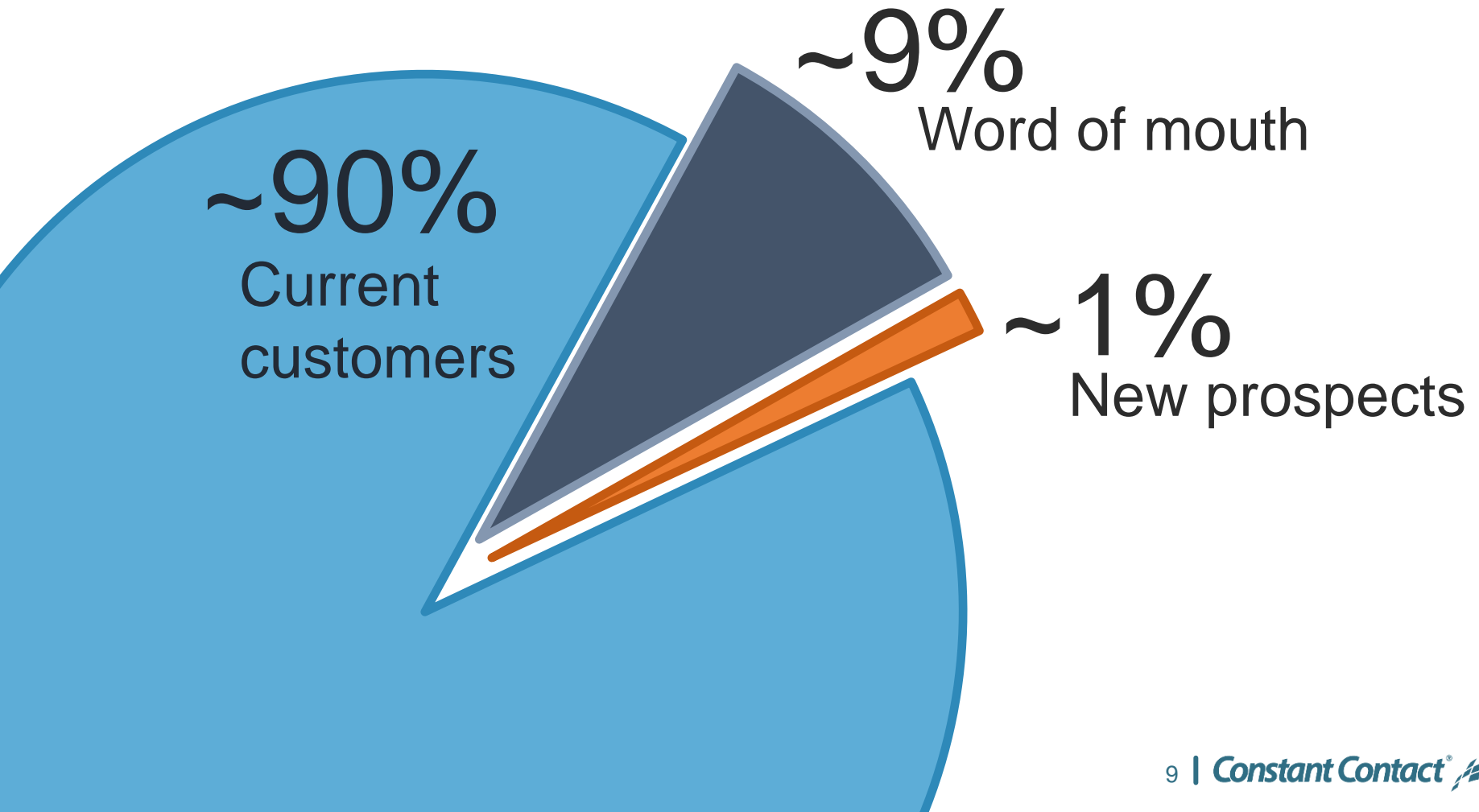
Marketing then.

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