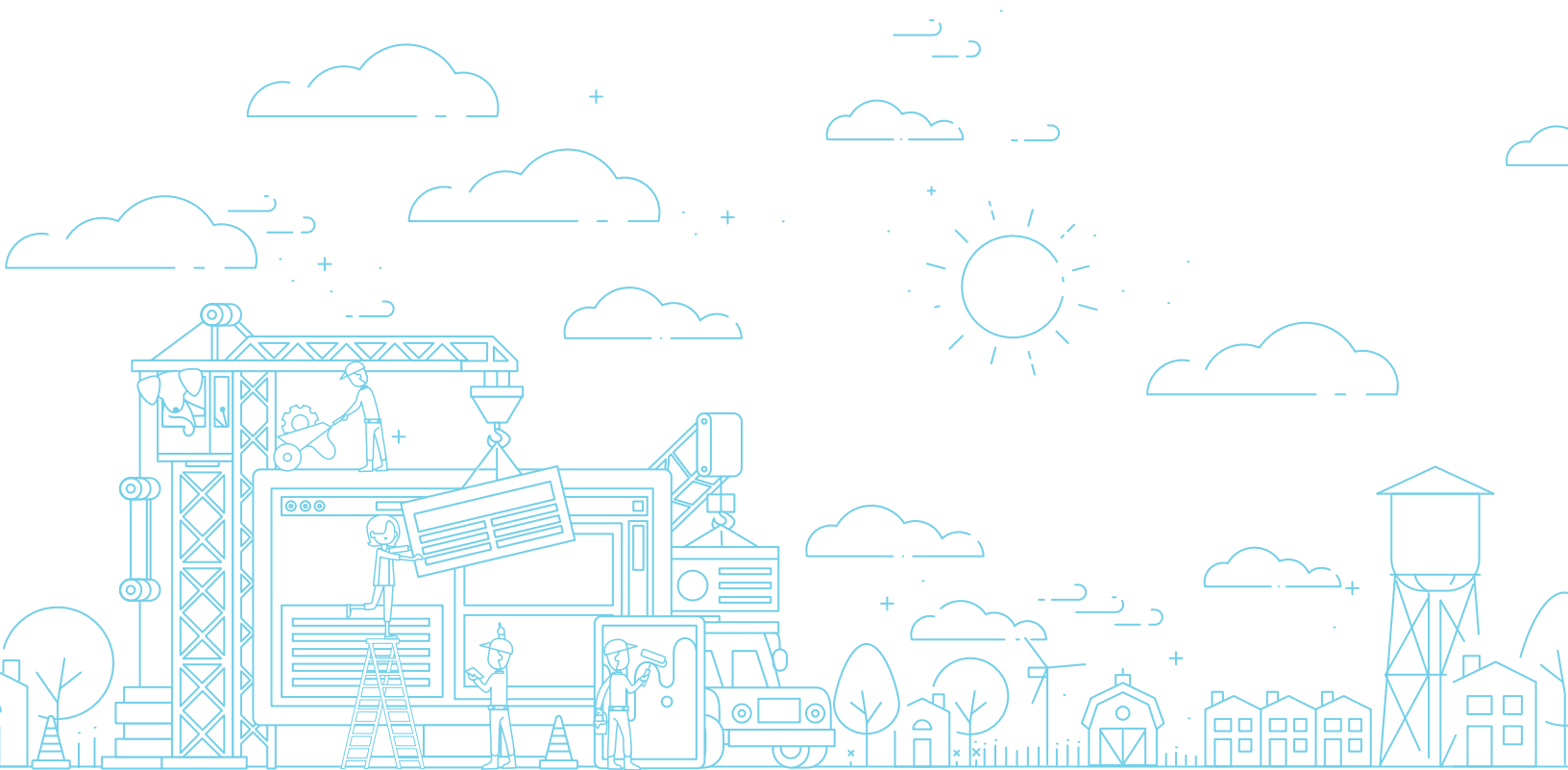


No Bullsh!t

Marketing Plan



Goals

- More sales from online
- Better customers who spend more
- Have more people understand what makes us different
- Attract employees
- Have more contract renewals
- Have more repeat clients

Objectives

- Grow online sales by 25%
- Increase customer spending by 15%
- Reduce the sales cycle by 2 weeks
- Increase applicants for jobs by 25%
- Reach a 90% retention rate
- Increase return transactions by 50%

Give it a SWOT

Strategies

EXAMPLE: Grow Online Sales by 25%

Social Media Strategy

Grow a viable social media following of past customers and potential customers on relevant social media platforms and get them to refer the business to others.

Search Engine Strategy

Optimize website so it begins to rank for our top three more profitable products in our niche market. Invest in Search Engine Ads to help boost performance of those three products in a niche audience.

Website Strategy

Redesign the website to be more user friendly on mobile and with easier conversion actions. Also set-up e-commerce to begin to segment our users into different types of purchasers.

Public Relations Strategy

Promote our flagship product to niche audience bloggers and to small groups to get publicity and more leverage online.

Event Strategy

Set up a booth at regional trade shows and pass out branded material and get people to sign-up for the email list. Find people to volunteer to use the product and post about it online.

Email Strategy

Set-up drip campaigns to different segments and send out monthly announcements about the product. Include referral discounts in the email.

- Guerrilla Marketing
- Cause Marketing
- Content Marketing
- Community Marketing
- Partnership Marketing
- Advertising
- Direct Marketing
- Telemarketing
- Direct Mail
- Viral Marketing
- Branding
- Community Marketing
- Ambassador Marketing
- In-Person Networking

Tactics

EXAMPLE: Social Media Strategy

- Ask customers who shop in person to follow the company.
- Add login to the website using Facebook.
- Develop ads that feature our flagship products.
- Develop ads that push the brand in-front of the same audience.
- Make a video that demonstrates the product-use in the ads.
- Ask customers to submit photos using the product.
- Feature reviews of the product on social media.
- Link back the website as much as possible.
- Participate in niche audience groups on Facebook.
- Create our own group of past customers.
- Remind people to follow us on social in email newsletters.
- Use a consistent branded hashtag with our posts.

Actually Get It Done.

EXAMPLE: Social Media Strategy

Ask customers who shop in person to follow the company.

Assigned to: Customer Service

- Retrain Customer Service
- Reward Employees for Consistency
- Design a sign for the POS
- Budget: \$100/month in contest winnings for employees

Now You Try it!

What Is Your Goal and Objective?

Figure this out by looking at your business's SWOT and come up with a way to make it a attainable and measurable goal by adding a clear objective to it.

What Strategy Do You Want to Implement to Reach that Objective?

Choose a strategy type and be very clear about how you want that strategy to help reach the goal and objective. Include how you plan to measure the success of that strategy.

What Ideas or Tactics Do You Want to Try to Make that Strategy Work?

You must be able to assign a WHO, a timeline, and a budget to each tactic.