

# MARKETING PLAN

Business Name and Address

## Business Description and Vision

A business description and vision introduces readers to your company goals, marketing triumphs, future plans, and other important contextual facts. Try to keep your executive summary rather brief and to the point.

## The Market and Competition

Target Market

Demographics

Locations

Competition

Top 5 competitors. Where you compete the most.

Clients Pain Points

:

## Marketing and Sales

Growth Goals

- How many new customers per month now and 12 months?
- Dollar sales goal per month?
- Ave. value of a customer?

Marketing Budget

- Branding Budget \$2500 - New Website
- Digital Advertising Budget \$650 Month
- Event Budget \$1500
- Client Gifts \$500

# Marketing Tactics

## Marketing Strategy Meetings \$250 per month

- Digital tactics performed will be tracked and reported on. Analyze these reports each month to make sure no adjustments in the plan are needed.
- Monthly in person or via zoom to stay take lead on marketing calendar to hit deadlines.

## Website Build, Hosting & Website Optimization - \$2,500 Build + \$385 per month

- A website built with good search engine optimization structure and easy to use for potential customers.
- Monthly work on the website to improve performance with the numerous changes made on a monthly basis from Google.
- Keywords and Keyphrases. Main keyphrases are \_\_\_\_\_

## Google Ads - \$200 per month to Dot to manage and \$500 per month in ad costs directly to Google.

- Specific keywords potential customers are searching for you, will be the target with search ads to generate leads quickly to drive revenue.
- Manage search terms, ads, click costs, and landing pages to make sure we are performing well.
- Set up retargeted ads to people who have already visited our website before.

## Local SEO - \$200 per month

- Directory listings management: Google, Bing, and dozens of other directory sites.
- Respond to reviews and manage your online reputation.
- Optimize the website for specific city searches to help capture new leads.
- Website work to drive traffic with searches for specific cities we have locations in.

## Social Media Management - \$350 per month + \$150 per month in Advertising

Purpose of Social will be to: \_\_\_\_\_

- Consistent brand across Facebook, LinkedIn, Instagram and Twitter.
- 1-3 posts per week on each platform

## Email Marketing - \$200 per month + Constant Contact Cost

- Monthly emails to a targeted list of clients we currently work to stay in front of. Designed, scheduled and managed.

## Event - Home Show 2022 - Friday, Saturday, Sunday

- Booth rental to Black Hills Home Builders \$750
- Signage (Banner, 2 Posters, Binder Covers) \$250
  - Banner with logo.
  - Posters to show what we do.
  - Covers for binders with images of our work.
- Rack Cards and Business Cards \$300
  - Take home items from the event to get call backs

- Misc. \$200

## Sales Strategy

- Face to Face visits via sales force.
- Holiday gifts with existing relations that need to be nourished
- Follow up with leads from the website.
- Networking

## Marketing Calendar \_\_\_\_\_

|  |   |  |
|--|---|--|
| <b>JANUARY</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Get Logo Final</li> <li><input type="checkbox"/> Setup Google Ads</li> <li><input type="checkbox"/> Access to local listings</li> <li><input type="checkbox"/> Access to social accounts</li> <li><input type="checkbox"/> Access to domain name</li> </ul>   | <b>FEBRUARY</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Build out website.</li> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Working local listings</li> <li><input type="checkbox"/> Working Google Ads</li> <li><input type="checkbox"/> Print for Event done</li> </ul>                        | <b>MARCH</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> New website live</li> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Send first email marketing campaign</li> <li><input type="checkbox"/> Working local listings</li> <li><input type="checkbox"/> Working Google Ads</li> <li><input type="checkbox"/> Working Social Media</li> <li><input type="checkbox"/> Event Networking</li> </ul> |
| <b>APRIL</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Event Followups</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Working Social Media</li> <li><input type="checkbox"/> Website Optimization Work</li> <li><input type="checkbox"/> Start Social Media</li> </ul> | <b>MAY</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Website Optimization</li> </ul>  | <b>JUNE</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> </ul>  |
| <b>JULY</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Working Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> </ul>  | <b>AUGUST</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> </ul>   | <b>SEPTEMBER</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> </ul>   |
| <b>OCTOBER</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Working Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> </ul>   | <b>NOVEMBER</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> </ul> | <b>DECEMBER</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing Strategy time</li> <li><input type="checkbox"/> Local SEO</li> <li><input type="checkbox"/> Google Ads</li> <li><input type="checkbox"/> Social Media</li> <li><input type="checkbox"/> Website Optimization</li> <li><input type="checkbox"/> Email Marketing</li> <li><input type="checkbox"/> Holiday Gifts</li> </ul>  |

## Calendar Monthly Details

### JANUARY DETAILS

- ~~Dot Marketing to get first sheet of logo samples done by 1/25/22.~~
- ~~Logo changes done by 1/28/22~~
- ~~Shoot to finalize logo by 2/1/22... at least the colors so we can get started on the website.~~
- ~~Website content from client to Dot Marketing by 1/31/22.~~
- Dot Marketing to Setup Google Ads campaigns for
  - Locations: Rapid City, SD - Sioux Falls, SD
  - Main keyphrases:
  - Negative out these types of searches:
  - Advertising Cost: No more than \$500 month in Google Ads
- Dot Marketing to gain access to local listings by 1/31/22
- Dot Marketing to gain access to social accounts 1/31/22
- ~~Dot Marketing to gain access to domain name by 1/31/22~~

### FEBRUARY DETAILS

- Website work throughout the month and goal to complete first draft for you to look at by 2/15/22
- Dot Marketing is monitoring Google Ads campaigns and making sure we are getting quality clicks. Make adjustments as needed.
- Ad content and images to local listings.
- Create social media templates for hiring or want a change in career type of posts. Post our first posts this month.
- Goal to take website live by 3/1/22
- Work on an email list and email to go out. Direct to the new website for information about....?