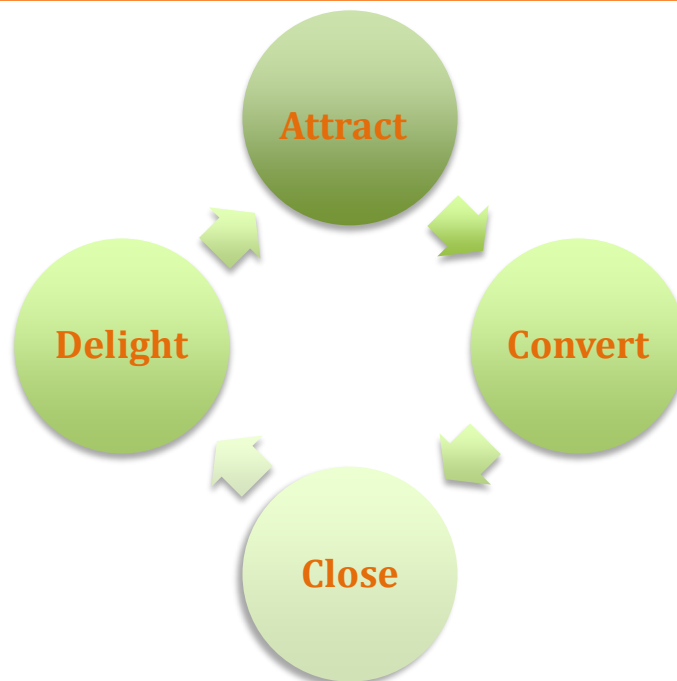




9 Easy Steps to a Smart Marketing Plan



CREATE A SMART MARKETING PLAN

Here's an interesting quote that speaks to differentiating you from your competitors. Find a niche...a specialty, or something you do that other companies in your industry don't. Embrace that trait and make it who you are.

*people don't buy
what you do
they buy
why you do it*
-Simon Sinek

HERE'S THE PLAN...

- 1. Define Your Goals**
- 2. Research Your Historical Data**
- 3. Create Personas**
- 4. Design Offers**
- 5. Your Message**
- 6. Use Multiple Channels**
- 7. Measure Your Results**
- 8. Evaluate and Review**
- 9. Plan Ahead**



1 DEFINE YOUR GOALS



In order to properly measure your results, profitability and figure out what you're actually trying to achieve you have to set a goal.

Generate Leads:

Build a list of leads and prospective clients so that you can contact them in the future.

Add Customers:

Bringing prospects to your website is great, but how do you bring them back again and again?

Increase Sales:

Appealing to new customers is important, but keeping your current customers delighted with your company is a must. Reward them with special offers, and occasional perks or promotions and keep them coming back! Sometimes a special offer can bring back a 'marginal' customer or one that you haven't heard from in a long time.

Branding:

Consumers want to be assured you're legitimate and creating a presence that is branded across multiple platforms makes them more comfortable. They'll be more willing to do business with you if they have either heard of your company, or see a following of some sort. Be consistent!



2 Review Historical Data



What Worked?

If you've used previous benchmarks or established campaigns that are track-able, take a look at your history. What were the associated costs? How were campaigns followed? What was the ROI?

What Didn't Work?

If a campaign cost you money and made you none it may be time to abandon it and come up with something that makes more sense and is profitable.

Poll Your Customer:

Consider sending a survey to your existing clients.

- Ask your customers on your Facebook Page
- Including a survey in a newsletter is a great way to spur response.
- Tweet to other similar businesses you may interact with



3 Create Personas



Who do you target?
Who are your customers?

Marketing to customers shouldn't be haphazard. Careful thought when creating content on websites should be given to speak to the people that will be reading it. As the expression goes: *"Know your customers"*.

Creating Personas

What's your prime target customer?
What matters to your customer?
Saving money?
Specialized service?
Immediate gratification?

Knowing who you are marketing to allows you to speak directly to that persona by carefully crafting your words or offers.

And, remember, always test...you can always tweak a word or change things up accordingly!

4 Design Offers



What makes the most sense?

Do you know what your customers are looking for?
Many companies offer coupons, promotions and samples.
Often coupons go un-noticed and un-redeemed. There's no rhyme or reason.
But as the expression goes: *"If at first you don't succeed...try, try again."*

Remember, you're trying to get that customer to call, click or visit you and make a purchase, order a service or a consultation.

Many a best-selling book started as a free E-Book and went on to hit the best-seller list. Sometimes, all you need is an idea.

Risks:

Don't be afraid to try something new.
It just might work!



5 Your Message



What:

Determine what you want to say.

When:

If you're setting up your campaign for a specific holiday, seasonal change or month, be timely.

To whom:

Pick and choose your target audience carefully.

Where:

Be sure that your message is repeated consistently on all channels. Don't re-word in different places or you'll confuse your viewers.

Stay focused!

Keep your eye on what you're doing. Read, re-read, read again and then pass off your message to a new pair of eyes for proofing. It's easy to be distracted on any 'normal' business day.



6 Multiple Channels



Website:

Everyone is online today...from the single digit ages of young children to some pretty savvy senior citizens well into their 80s and beyond. The days of 'Phone Book' advertising is so "yesterday" and the answer to consumer and business owner's needs is only a click away.

Your website is your calling card. Make it catchy, make it easy to navigate, make it count and be sure it's set up properly and designed for the viewer first and foremost..., but don't forget the search engines.

Social Media:

Everyone is social on some level. Platforms such as Facebook, Twitter, Pinterest, LinkedIn and Google+ allow for the opening of new opportunities and conversation with prospective clients that you might never reach otherwise.

There are several different choices of automated software that help schedule your message, but there's nothing like good old-fashioned one on one conversation.

Pay-Per-Click Ads/Search Marketing:

Hands down, the best way to attract customers that are looking for what you've got to offer, PPC Campaigns can easily be set up for a new marketing campaign in a matter of minutes. But it takes an experienced Campaign Manager to do it right!

Landing Pages:

This is by far the best way for your business to keep working 24/7. Optimize a page for a specific effort, plug in all your social media and a PPC Campaign and you're all set!



7 Measure Results



Get ready:

There are many ways to gauge results. It's always wise to track results, and to take the time to set up your tracking before you launch your campaign.

Spreadsheets, populated with your associated costs and results can detail the information you need to know. Google Analytics is another great way to see the activity related to specific campaigns if you've set up tracking for your landing pages and 'thank you' pages.

Alternatively, you can close your eyes and wait until the campaign has ended and count the dollars. But that doesn't help if income hasn't been generated. Often campaigns bring brand recognition or launch newer companies. The results still matter.

Don't forget to document your results so that you can compare them to the next campaign. Keep in mind that there is a cost factor involved in setting up a new campaign. And, often the first go-round doesn't bring in any results. Sometimes you have to wait for the next campaign to pick up speed and you'll notice the momentum building.

Break it down:

Spend time analyzing your efforts. If you're using a PPC campaign you may have gotten a lot of impressions but no clicks. If your conversion rate is absent and your intent was to gain customers perhaps you need to re-think your strategy or the implementation.

8 Evaluate

Successes come from failures. Perhaps you didn't achieve your original goal, but that doesn't mean a bad job was done. Be sure to take credit or give thanks to the team that created and processed the campaign.



What worked? What didn't?

Pull apart the campaign, see what the strong points were and where you may have some weaknesses and learn from them. This will help in preparing for your next campaign.

And, if there is going to be a second (or subsequent others) campaign, think carefully about what your goal is. Bouncing from one big promotion to another can sometimes weaken your branding efforts. Make these campaigns count by not repeating them too often,



9 Plan Ahead

Your focus should always remain on the day-to-day building of your business. Set goals for what you're trying to accomplish and give yourself a timeframe in which to accomplish it.



Times change, and the Internet and Internet marketing is constantly evolving. Stay the course, remain objective, never say 'never' and don't be afraid to ask for help.

Plan for the company you want to be, not the company you are.



Contact Bonnie B
for more information

Wishing you every success,

