
Building a Marketing Plan

Presented by

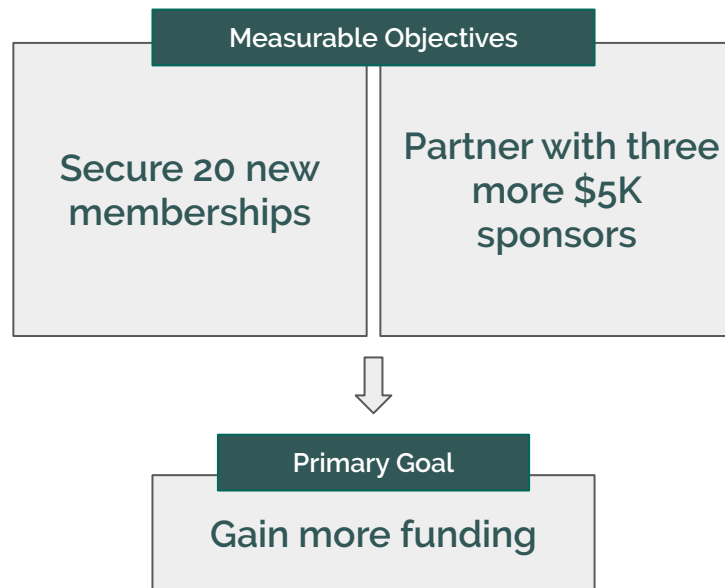


The Building Process

- 1. Situation Analysis**
- 2. Research & Trends**
- 3. Messaging Strategy**
- 4. Media Plan**
- 5. Implementation & Measurement**
- 6. Key Takeaways**

Identify goals & objectives

Outline what your campaign should achieve – work backwards!

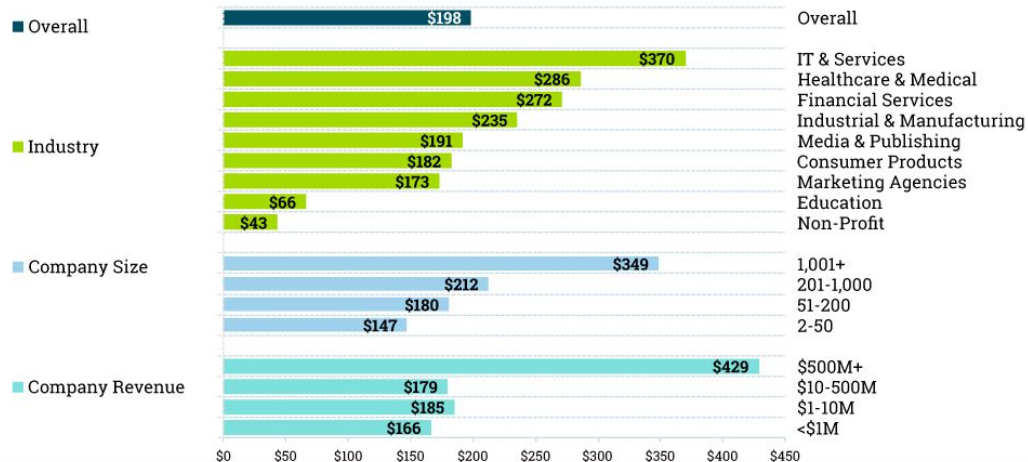


Situation Analysis

Secure a budget

If not predetermined, estimate your budget based on CPL and expected ROI.

Average Cost Per Lead (CPL), by Company Type



Published on MarketingCharts.com in August 2017 | Data Source: HubSpot

Based on a survey of more than 350 companies

Ready to get started!

Survey the Landscape

Are there any key trends and considerations within the industry and community to keep in mind?



Gens Y&Z

Though Millennials and Gen Z live on social media, they also prefer experiences over things and want to be a part of something bigger; Millennials are also referred to as "Generation DIY"



Experiential

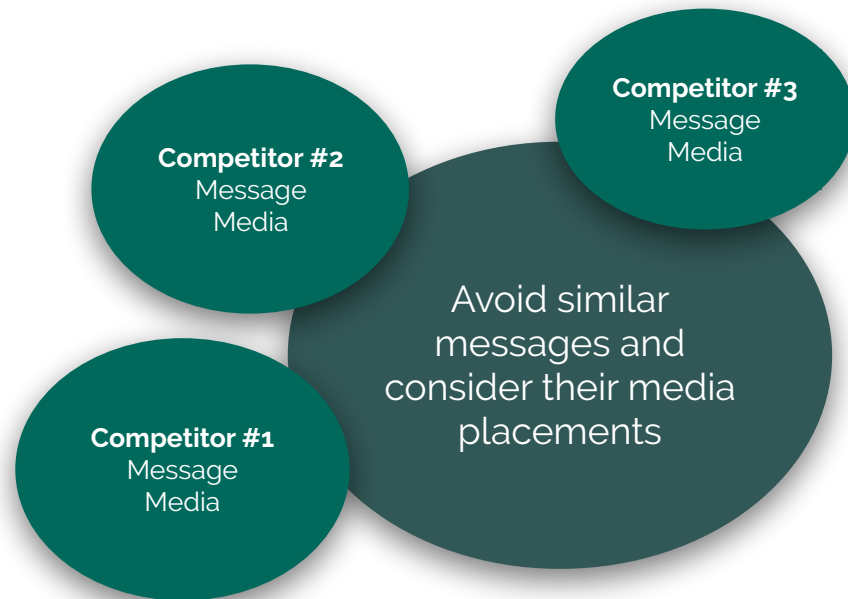
Experiential entertainment and experiential marketing are both trending; from Top Golf to escape rooms, people want something more without feeling like they're being "marketed to"

Explore the Competition

What are competitors saying and doing?

Where are they advertising?

Are there any key words or media to consider to ensure you have a high SOV?





Move Your Outside Focus Inward

Positioning Statement

With a complete understanding of the industry and competitors, where do you fit into the equation?

1	General Audience	Who is your primary target?
2	Problem	What is the problem or need you are solving?
3	Category	What is the brand, product or service?
4	Differentiation	What makes your offering unique?
5	Solution	What is your value proposition?

Target Audience

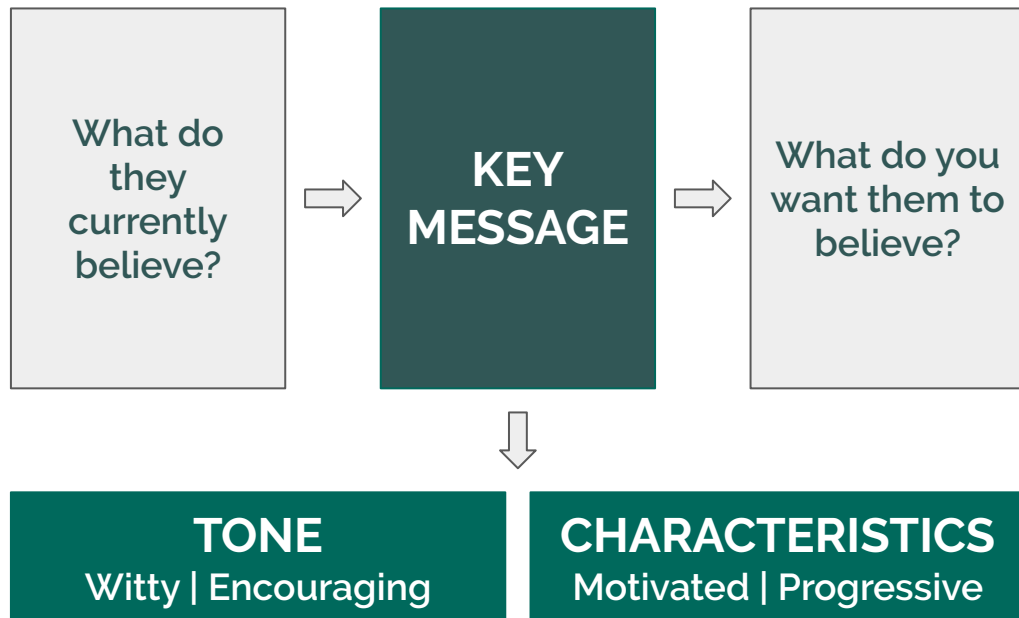
Upon performing research, determine the demographics and behaviors of your ideal target audience.

Male
30–65 years of age
Primarily Plumbers
Located in the Midwest

Jim has owned a plumbing company for 25 years and does most of his work in and around the town in which he resides in SE Iowa. Efficiency is important to his business to keep costs low and competitive, to keep his team organized and to ensure he can bring in a steady revenue stream. Jim has a reputation in the community for doing great work, so he relies on resources that will allow him to continue servicing his customers with a high level of quality. Once he finds a resource he likes, he tends to stick with it—but he appreciates convenience and will cling to those companies that offer reliability *and* convenience for the sake of efficiency.

Key Messaging

Determine the main communications that will resonate with your target audience.

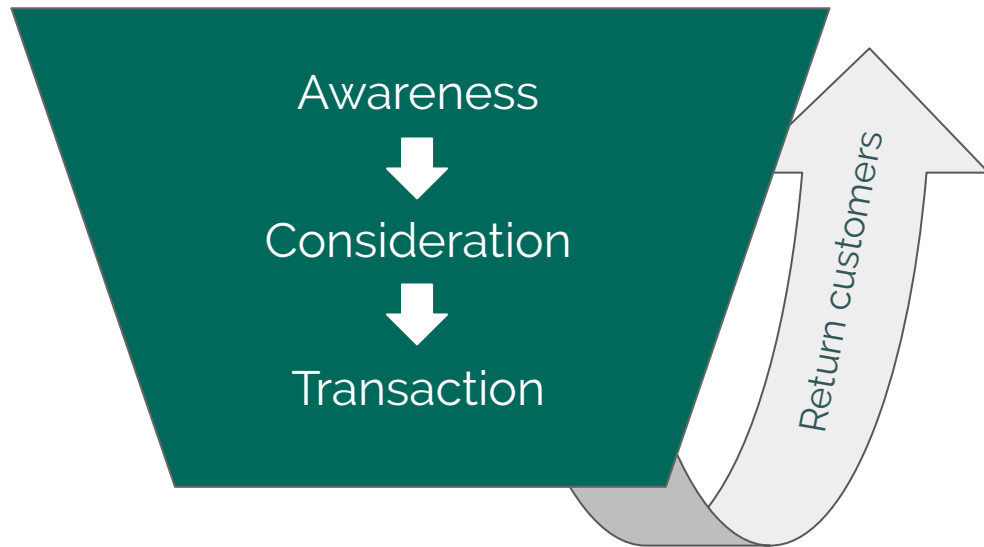


Get Creative

Consumer Journey

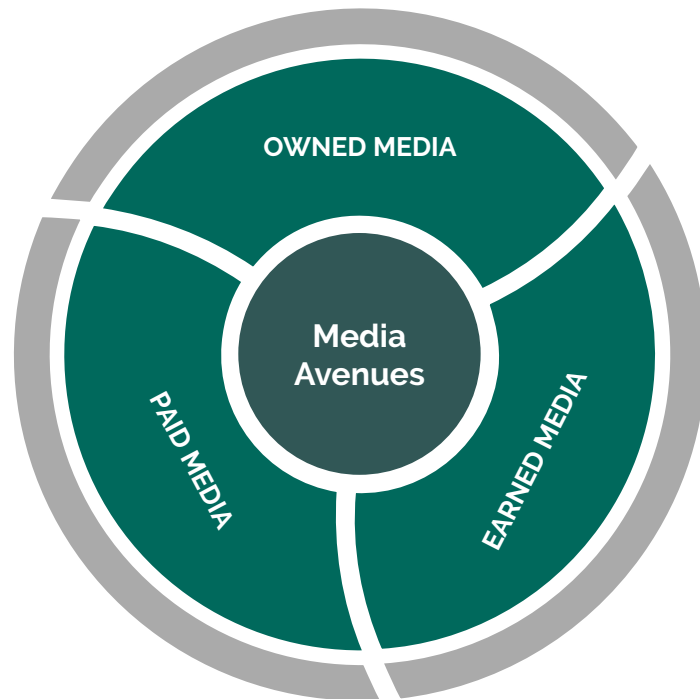
Walk your target through a journey that incites action to achieve your goals and objectives.

Communications Funnel



Promotional Tactics

Starting with your main hub of content, identify the tactical elements that will promote the message to the target audience and fits within your budget. Roll out each communication to follow your consumer journey.



Completed Journey

	Attendance	IG Connection	Memorable Experience
Website	Make sign-up easy, add event info	Add IG section with donation form	Post photos; recap video
Facebook	Post sign-up info; promo video	Weave in IG posts and purpose of ride	Share photos; recap video
Instagram	Post sign-up info; promo video	Weave in IG posts and purpose of ride	Photo contest day-of using #
PR	Interviews on KGRN & CW Live morning shows; use their social media		
Calendars	Place ride/event info and IG details on community calendars		



Key Performance Indicators

Assign KPIs to each media tactic before deploying. This will allow you to know if each tactic is performing well.

Tactical Level KPIs

- Increase Web Traffic to Sponsor Signup Page
- Measure Email Signup Effectiveness
- Increase Email Open Rate and CTR
- Increase Social Media Engagement
- Increase Sponsorship Letter Response Rates
- Increase PR Circulation
- Measure Newsletter Effectiveness

Launch It!

Implementation & Measurement

Deploy

Deploy tactics based on your journey, important dates and milestones and your internal team's ability to execute.

MEDIA	TARGETS	CONTENT & TIMING					
		Jan	Feb	Mar	Apr	May	Jun
Base Tactics*							
Website	HS, Non-Trad, Transfers	Influencers - Katelyn testimonial Resources - 1) blog with supporting facts associated with influencer story; 2) blog with peer influencer story	Influencers - Curt testimonial Resources - 1) blog with supporting facts associated with influencer story; 2) blog with peer influencer story	Influencers - McKenna testimonial Resources - 1) blog with supporting facts associated with influencer story; 2) blog with peer influencer story	Influencers - Peggy testimonial Resources - 1) blog with supporting facts associated with influencer story; 2) blog with peer influencer story	Influencers - Lou testimonial Resources - 1) blog with supporting facts associated with influencer story; 2) blog with peer influencer story	EFC Threshold increase (TBD)
Emails	HS (counselors)	Influencers - share Katelyn testimonial Resources - share blogs	Influencers - share Curt testimonial Resources - share blogs	Influencers - share McKenna testimonial Resources - share blogs	Influencers - share Peggy testimonial Resources - share blogs	Influencers - share Lou testimonial Resources - share blogs	EFC Threshold increase (TBD)
Social Media	HS	Influencers - share Katelyn testimonial Resources - share blogs	Influencers - share Curt testimonial Resources - share blogs	Influencers - share McKenna testimonial Resources - share blogs	Influencers - share Peggy testimonial Resources - share blogs	Influencers - share Lou testimonial Resources - share blogs	EFC Threshold increase (TBD)
PR	HS, Non-Trad, Transfers	Influencers - Katelyn on Lou's Show	Influencers & Resources - press release on Curt's support, benefits of ITG/IPC & FAFSA push	Influencers - McKenna on Lou's Show	Influencers & Resources - press release on Peggy's support, benefits of ITG/IPC & FAFSA push	Influencers - Lou to host Gary on show, push FAFSA deadline	EFC Threshold increase (TBD)
Events	Non-Trad		Resources - Chamber seminars	Resources - Chamber seminars	Resources - Chamber seminars	Resources - Chamber seminars	Resources - Chamber seminars

Analyze & Adjust

Review performance of each tactic and determine if any are underperforming. Consider all factors before eliminating them completely.

Impr.	Interactions	Interaction rate	Avg. cost
650	9 clicks	1.38%	\$0.51
18,995	2,686 clicks	14.14%	\$0.16

Rinse & Repeat*

*After resetting your goals!

Key Takeaways



Work backwards

Identify what you want to achieve (goals) and create a journey to get there

Ensure consistency

Allow your target to recognize your messaging through consistent copy and look/feel

Develop relationships

Stay relevant to your target so you are top-of-mind when they're ready to act

Measure and adjust

Implement measurable tactics and adjust to give preference to high performing tactics

Ask for help

Present your needs and problems to experts to supply efficient solutions

Thank You!



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