



Intelligent Digital Marketing

6 Sample Marketing Plans for **YOUR SMALL BUSINESS**

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Introduction

Marketing for the small business owner can be overwhelming. You have a limited budget and limited time. There are so many marketing activities out there: Email, Direct Mail, Facebook, Twitter, Pinterest, Angie's List, LinkedIn, Directories, SEO, SEM, and all the other acronyms. Which ones are the right activities for your business? How often should you do these things to grow your business?

To start answering those questions, begin by establishing your businesses goals, determining how much time and budget you have and then creating a marketing plan to meet those goals answer these questions. Let's get you started! The goal of this guide is to provide you with 6 sample-marketing plans that vary in their businesses goals and time/budget factors. Find one that is close to your business and use it as your guide as you start to build your plan and progress toward your marketing goals.

Remember, marketing is an investment in your company, and it will certainly help you get more customers. It does take hard work but if you stick to your plan you will see excellent results. Your marketing plan will evolve as your goals change and your business grows. You should update it periodically as you start engaging in more marketing activities and measuring your results.

Every business is unique, and its marketing should also be unique. It's important to remember that your marketing plan should map to your goals and also fit your own needs and constraints.

We have broken the six samples into groups, and the following questions will help you find the one that fits your reality:

"Are you just getting started or are you an established business?"

If you are a young company that is getting started, you need to determine:

"How much budget and time can I put into my marketing?"

- Significant time and zero budget → Plan #1
- Some time and some budget → Plan #2
- Significant time and budget → Plan #3

If you are an established business, you need to determine what marketing goals are realistic for your business and ask yourself:

- "Am I looking to get started with marketing?"* → Plan #4
- "Am I looking to continue a steady growth path through continued marketing?"* → Plan #5
- "Am I looking to grow aggressively through marketing?"* → Plan #6

Once you have figured out which plan is the best starting point for your own business, go ahead and start modifying it and making it your own.

If you need help, give us a call or sign up for a free consult to help you build your plan. We're always happy to help! Click the button below to schedule your marketing consult and get help from an IDMPro to build your plan!

Help me build my marketing plan

Marketing Plan #1

NEW BUSINESS | SIGNIFICANT TIME AND ZERO BUDGET

Goal: Launch and Grow with No Spend

Top 3 To-Do's

- 👉 Establish a website and make sure it has a **contact us form** to monitor the performance of your offline and online marketing (eliminate public facing email addresses)
- 👉 Claim your online directory listings – update all your online listings with accurate information (Google Plus Local, Yelp, Bing Local, etc.)
- 👉 Identify partners and establish relationships to enable you to cross-promote your businesses (find non-competitive businesses in your industry where cross-promotion will add value to both businesses)

Start Tracking Your Marketing Efforts

By tracking your marketing efforts, you can determine what is working and what isn't working and adjust accordingly.

- Begin using "Contact Us" forms and tracked phone lines to monitor both online and offline marketing efforts. Try to eliminate all public facing email addresses and direct phone lines. These methods of communication are almost impossible to track accurately.

Technology Buildout

Establish a comprehensive online presence, make sure you have each of the following components and that you are monitoring them effectively.



- Submit online directory listings – update all your online listings with accurate information.
- Launch a basic website.
- Set up a Facebook page.

Engage Potential Customers

Establish a communication plan to build relationships with current customers and to encourage referral business.

- Use social media to stay top of mind (Facebook and Twitter, focus on building fans, post daily).
- To grow your social media reach, offer discounts and coupons if customers give you their email or like your Facebook page.

Search Engine Optimization

Search Engine Optimization is no longer optional. It is a necessary to improve organic search rankings.

- Research the types of content that your customers are interested in. Find out where they go for information and make sure that your site is connected to those sites.
- Conduct on-site SEO optimization (metadata, keywords, schema, etc.).

Increase New Leads with Online Promotion

Drive traffic and generate brand awareness to create a lead generation machine.

- Creating compelling content through blogging, research reports, infographics, e-books, and more.
- Target your content to your preferred customer to make sure you are attracting the right traffic.

Marketing Plan #2

NEW BUSINESS | SOME TIME AND SOME BUDGET

Goal: Launch and Grow with Small Budgets

Top 3 To-Do's

- 👉 Establish a website and make sure it has a **contact us form** to monitor the performance of your offline and online marketing (eliminate public facing email addresses and direct phone lines).
- 👉 Start a Blog and post to it at least twice a week.
- 👉 Establish FaceBook and Twitter social media profiles. Use a modest budget to promote your page to your preferred customers using Facebook and Twitter's targeting tools.

Track Your Marketing Efforts

By using enhanced tracking for your marketing efforts, you can further determine what is working and what isn't working and make more specific adjustments.

- Set up a customer relationship management (CRM) system to track of your new leads and customers.
- Ask for their feedback and implement it into your marketing strategy.
- Set up an email client (Constant Contact, MailChimp, etc.) and start collecting customer email addresses.

Technology Buildout

Establish a comprehensive online presence, make sure you have each of the following components and that you are monitoring them effectively.

- Submit online directory listings – update all your online listings with accurate information.

- Launch a content management system based website.
- Setup a Facebook page.
- Start a blog.

Engage Potential Customers

Establish a communication plan to build relationships with current customers and to encourage referral business.

- Create a buyer persona for each of your preferred customers. (See the sample of on the following page.)
- Communicate with your different personas based on their interest.

Search Engine Optimization

Search Engine Optimization is no longer optional. It is necessary to improve organic search rankings.

- Research the types of content that your customers are interested in. Find out how they look for information and make sure that your site shows up in the results. **Hint: Keyword phrases are easier to rank for than single keywords.**
- Conduct on-site SEO optimization (metadata, keywords, schema, etc.).
- Build inbound links to top performing content in site.

Increase New Leads with Online Promotion

Drive traffic and generate brand awareness to create a lead generation machine.

- Identify partners and establish relationships to enable you to cross-promote your businesses (find non-competitive businesses in your industry where cross-promotion will add value to both businesses).
- Start using AdWords Express with a modest budget (start to drive some targeted traffic to your site).
- Promote your social media account (use a modest budget to build a fan base in Facebook).

Visitor/Member Personas

A visitor/member persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider customer demographics, behavior patterns, motivations, and goals. The more detailed the personas are, the better. Visitor/Member personas provide tremendous structure and insight for your business.

SAMPLE PERSONA

Background



Title: Terry Teacher, Local Educator

Organization Size: Mid-Sized School

Industry: Education (K-12)

Learning

Favorite Blogs / Publications: Local Newspaper, Educational RSS Feeds online, Blog posts, Pinterest

Social Networks / Associations: Facebook, Pinterest

Job Role

Reports To: School Principle, School Board

Responsibilities: To teach students about Virginia and US History

Tools: Lesson Plans, Educational Resources, Student Engagement Opportunities

Pain Points: Budgets are diminishing, more responsibility, fewer resources

Preference

How they like to be reached: E-mail, Phone, face-to-face

Do they research vendors online? Actively searching for online resources and educational material

Marketing Plan #3

NEW BUSINESS | SIGNIFICANT TIME AND BUDGET

Goal: Aggressive Launch and Growth with Significant Spend

Top 3 To-Do's

- Establish a website and begin using **Contact Us (web forms)** and tracked phone lines to monitor the performance of your offline and online marketing (eliminate public facing email addresses and direct phone lines)
- Start using Google AdWords with a significant budget (drive targeted traffic to your site)
- Develop unique content for site (ramp up blog with targeted content; post multiple times per week)

Enhance Tracking of Your Marketing Efforts

A significant investment warrants additional tracking mechanisms to ensure that you are getting a good return on that investment.

- Set up a customer relationship management system in order to keep track of your new leads and customers. Ask for their feedback and implement it into your marketing strategy.
- Set up a marketing automation system to track website visitors, conversions, sales, and promoters. See what is working and what isn't and make adjustments.

Technology Buildout

Establish a comprehensive online presence, make sure you have each of the following components and that you are monitoring them effectively.

- Submit online directory listings – update all your online listings with accurate information (Google Plus Local, Yelp, Bing Local, etc.).
- Launch a custom CMS based website.
- Start a blog.
- Set up a Facebook page.
- Set up a Twitter account.
- Create a video campaign that embodies your company values and culture. Upload it to YouTube and feature it on your website homepage.

Engage Potential Customers

Establish a communication plan in order to build relationships with current customers and to encourage referral business.

- Create a buyer persona for each of your preferred customers. (See the sample in Marketing Plan #2.)
- Use social media to increase brand awareness. Focus on posting targeted content regularly that engages your audience.

Search Engine Optimization

Search Engine Optimization is no longer optional. It is a necessary to improve organic search rankings.

- Research the types of content that your customers are interested in. Find out how they look for information and make sure that your site shows up in the results. **Hint: Keyword phrases are easier to rank for than single keywords.**
- Conduct on-site SEO optimization (meta data, keywords, schema, etc.).
- Build links to your website, target credible blogs and submit articles to them.
- Build a list of influencers in your industry.

Convert Website Traffic Into Qualified Leads

Drive traffic and generate brand awareness to create a lead generation machine.

- Include a prominent Call To Action (CTA) on every page of your website (i.e. "Click Here to Schedule a Free Consultation", or Click here to receive a free 20% off coupon.").

Feed Your Lead Generation Machine with More Promotion

Search Engine Optimization is no longer optional. It is a necessary to improve organic search rankings.

- Identify partners and establish relationships to enable cross-promotion of your businesses (find non-competitive businesses in your industry where cross-promotion will add value to both businesses).
- Use AdWords Express with a significant budget (drive more targeted traffic to your site).
- Launch targeted and tracked email marketing campaigns. Consider where your leads are in the sales funnel and email them content to take them to the next step.
- Promote your social media account (increase the size of your Facebook and Twitter fan base). **Note: Do not buy Facebook and Twitter Likes, this is not advisable and your profiles can be penalized for doing so.**

Marketing Plan #4

ESTABLISHED BUSINESS | STARTING MARKETING

Goal: Start Marketing and Grow Leads

Top 3 To-Do's

- 👉 Begin using web forms and tracked phone lines to monitor the performance of your offline and online marketing (eliminate public facing email addresses and direct phone lines)
- 👉 Review online directory listings – get a tracked phone line and update all your online listings with accurate and complete information (Google Plus Local, Yelp, Bing Local, etc.)
- 👉 Include a prominent Call To Action (CTA) on every page of your website (i.e. “Click Here to Schedule a Free Consultation”)

Enhance Tracking of Your Marketing Efforts

Enhance the tracking of existing marketing efforts (if any) and determine what is effective and what is not.

- Use webforms to collect information from visitors to your website. Add your website address to all other marketing materials (flyer's, email signature, brochures, etc.).

Technology Buildout

Establish a comprehensive online presence, make sure you have each of the following components and that you are monitoring them effectively.

- Review online directory listings – update all your online listings with accurate information.

- Review current website - upgrade to CMS.
- Set up Google Analytics.
- Start a blog (if not present).
- Set up a Facebook page (if not present).

Engage Potential, Past, and Current Customers

Establish a communication plan in order to build relationships with current customers and to encourage referral business.

- Send an email newsletter to engage past clients and leads by letting them know about news, special offers, new products or services (send monthly with highly engaging content).

Search Engine Optimization

Search Engine Optimization is no longer optional. It is necessary to improve organic search rankings.

- Research the types of content that your customers are interested in. Find out how they look for information and make sure that your site shows up in the results. **Hint: Keyword phrases are easier to rank for than single keywords.** Conduct on-site SEO optimization (meta data, keywords, schema, etc.).

Convert Website Traffic Into Qualified Leads

Drive traffic and generate brand awareness to create a lead generation machine.

- Include a prominent Call To Action (CTA) on every page of your website (i.e. "Click Here to Schedule a Free Demonstration").

Feed Your Lead Generation Machine with More Promotion

Drive traffic and awareness to generate new leads.

- Use **AdWords Express** with a modest budget (drive traffic to your site).

Marketing Plan #5

ESTABLISHED BUSINESS | STEADY GROWTH

Goal: Steadily Grow Your Business

Top 3 To-Do's

- 👉 Begin using web forms and tracked phone lines to monitor the performance of your offline and online marketing (eliminate public facing email addresses and direct phone lines)
- 👉 Start a blog (if not present)
- 👉 Build online reviews (focus on Yelp and Google)

Enhance Tracking of Your Marketing Efforts

Enhance the tracking of existing marketing efforts (if any) and determine what is effective and what is not.

- Set up a customer relationship management (CRM) system in order to keep track of your existing leads and customers.
- Ask for their feedback and implement it into your marketing strategy.
- Set up a email client (Constant Contact, MailChimp, etc.) and import existing customer email addresses.

Technology Buildout

Establish a comprehensive online presence, make sure you have each of the following components and that you are monitoring them effectively.

- Review online directory listings – update all your online listings with accurate information.
- Review your website - upgrade to CMS, setup Google Analytics tracking.

- Start a blog (if not present).
- Set up a Facebook page (if not present).
- Build online reviews (focus on Google and the free Yelp listing.).

Engage Potential, Past, and Current Customers

Establish a communication plan in order to build relationships with current customers and to encourage referral business.

- Send an email newsletter to engage past clients and leads by letting them know about news, special offers, new products or services (send monthly with targeted highly engaging content).
- Use social media to increase brand awareness. Create a 30-day content posting schedule based on personas.

Search Engine Optimization

Search Engine Optimization is no longer optional. It is necessary to improve organic search rankings.

- Research the types of content that your customers are interested in. Find out how they look for information and make sure that your site shows up in the results. **Hint: Keyword phrases are easier to rank for than single keywords.**
- Conduct on-site SEO optimization (meta data, keywords, schema, etc.).
- Develop content curation processes and build influencer list.

Convert Website Traffic Into Qualified Leads

Drive traffic and generate brand awareness to create a lead generation machine.

- For each product or service offer a lead generating way for a potential customer to get more information (Create multiple, differentiated, content relevant Calls To Action and place at least one on every page of the site - i.e. free consultation, whitepaper, or worksheet).

Feed Your Lead Generation Machine with More Promotion

Drive traffic and awareness to generate new leads.

- Identify partners and establish relationships to enable you to cross-promote your businesses (find non-competitive businesses in your industry where cross-promotion will add value to both businesses).
- Use AdWords Express with a modest budget (drive targeted traffic to your site).
- Promote your social media account with a modest budget (increase the size of your fan base in Facebook).

Marketing Plan #6

ESTABLISHED BUSINESS | AGGRESSIVE GROWTH, STRONG ONLINE PRESENCE

Goal: Aggressively Grow Leads and Presence

Top 3 To-Do's

- 👉 Begin using Contact Us (web forms) and tracked phone lines to monitor the performance of your offline and online marketing (eliminate public facing email addresses and direct phone lines)
- 👉 Send an email newsletter to engage past clients and leads by letting them know about news, special offers, new products or services (send monthly with highly engaging content)
- 👉 Use Google AdWords with a significant budget (drive targeted traffic to your site)

Enhance Tracking of Your Marketing Efforts

A significant investment warrants additional tracking mechanisms to ensure that you are getting a good return on that investment.

- Set up a customer relationship management system to keep track of your leads and customers.
- Ask for their feedback and implement it into your marketing strategy.
- Set up a marketing automation system to track website visitors, conversions, sales, and promoters. See what is working and what isn't and make adjustments.

Technology Build-out

Establish a comprehensive online presence, make sure you have each of the following components and that you are monitoring them effectively.

- Review online directory listings – update all your online listings with accurate information.
- Build online reviews.
- Blog two-three times per week.
- Post on all social media platforms at least twice a day.
- Create a video campaign geared towards your personas that embody your company values and culture. Upload it to YouTube and feature it on persona portal pages.

Engage Potential, Past and Current Customers

Establish a communication plan in order to build relationships with current customers and to encourage referral business.

- Send targeted emails using marketing automation to move your prospects down the sales funnel. Determine lifecycle stages for your leads and tag them accordingly. Personalize all communications using tokens.
- Use social media to increase brand awareness.
- Create a quarterly posting schedule for all social media platforms. Target content to personas.

Search Engine Optimization

Search Engine Optimization is no longer optional. It is necessary to improve organic search rankings.

- Research the types of content that your customers are interested in. Find out how they look for information and make sure that your site shows up in the results. **Hint: Keyword phrases are easier to rank for than single keywords.**
- Conduct on-site optimization (metadata, keywords, schema, etc.).
- Build links to your website, target credible blogs and submit articles to them.
- Develop content curation processes.

- Build relationships with influencers in your industry.
- Guest blog for industry influencers.

Convert Website Traffic Into Qualified Leads

Drive traffic and generate brand awareness to create a lead generation machine.

- For each product or service offer a lead generating way for a potential customer to get more information (create multiple, targeted, content relevant Calls To Action and place at least one on every page of the site - i.e. free consultation, whitepaper, or worksheet).
- Take time to map your visitors journey through your website. See where there are gaps in their journey from prospect to customer. Fill in the gaps with relevant content.

Feed Your Lead Generation Machine with More Promotion

Search Engine Optimization is no longer optional. It is a necessary to improve organic search rankings.

- Identify partners and establish relationships to enable you to cross-promote your businesses (find non-competitive businesses in your industry where cross-promotion will add value to both businesses).
- Use AdWords Express with a significant budget (drive more targeted traffic to your site).
- Launch targeted and tracked email marketing campaigns. Consider where your leads are in the sales funnel and email them content to take them to the next step.
- Promote your social media account (increase the size of your Facebook, Instagram, LinkedIn, Pinterest, StumbleUpon, and Twitter fan bases) **Note: Do not buy Facebook and Twitter Likes, this is not advisable and your profiles can be penalized for doing so.**

LET US HELP YOU

InDigiMar, Inc. is an all-in-one marketing agency that gives every small business a custom marketing plan and provides the tools, training, and expertise to help you reach your marketing goals.

Our InDigiPros will get you started with your custom marketing plan. Our powerful content management and marketing platforms empower you to execute all of the items in your plan with just a few clicks. The best part is that everything is in one place and automatically tracked and measured! IDM provides exactly what your business needs to create a powerful marketing engine that attracts more buzz and customers.

Schedule a free consultation with one of our InDigiPros. We will help you build a marketing strategy that gets results. **GET STARTED WITH INDIGIMAR!**