Imperial Valley Small Business Development Center

Marketing Plan Template

(Revised 11/2012)

THIS TEPMLATE IS AN IN-DEPTH MARKETING ANALYSIS THAT IS TO BE USED IN CONJUCTION WITH THE IMPERIAL VALLEY SBDC BUSINESS PLAN. IT IS NOT MEANT TO REPLACE THE BUSINESS PLAN.

The below marketing definitions are for your reference. Please become familiar with these terms and their meanings because they will be useful in developing your marketing campaigns.

Definitions:

* *Brand-* a name, term, symbol, design, or any other feature that makes your good or service unique
* *Branding-* the act of creating a name, symbol, or design that identifies and differentiates your product from other products
* *Selling-* to exchange your product or service for money or an equivalent
* *Advertising-* to draw attention to your product or service in order to promote sales
* *Marketing-* the action of promoting your goods and services
* *Traditional Media-* media outlets used before the use of computers: ie: radio, television, newspapers, magazines, books
* *Social Media-* forms of electronic communications through which users can create and share content

SECTION I – BRANDING

1. Brand History

* *Describe to the reader what your brand is and what it does.*

*Example: Express Stores sell clothing with the brand name “Express.” This brand satisfies the need for formal clothing at a reasonable price.*

* *Briefly describe when, how, and why you formed this brand and the progress of the brand so far.*
* *In relation to branding your company; describe your company’s major successes or achievements to date including difficulties and/or obstacles that your business has overcome.*

1. Brand Story

*Describe what makes your brand unique. What will make your customers or clients want to buy from you?*

SECTION II- TRADITIONAL MEDIA VS. SOCIAL MEDIA

*There are many outlets that can be used for marketing. In this section you will research both the traditional forms of marketing and the social media forms of marketing. Complete the questions and tasks listed below to better understand what forms of marketing your company can sustain.*

Traditional Media Marketing

* Newspaper

1. *Identify the key newspapers agencies available for you to advertise.*
2. *What types of ads does each agency provide? What is the cost of each ad? How long does each ad run?*

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| --- | --- | --- | --- |
| Agency | AD Type | Length of Time | Cost |
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* *Radio*

1. *Create a list of key Radio stations available for you to advertise.*
2. *What types of ads does each station provide? What is the cost of each ad? How long does each ad run?*

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| --- | --- | --- | --- |
| Station | AD Type | Length of Time | Cost |
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* *TV*

1. *Create a list of key Television stations available for you to advertise.*
2. *What types of ads does each station provide? What is the cost of each ad? How long does each ad run?*

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| --- | --- | --- | --- |
| Station | AD Type | Length of Time | Cost |
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* *Direct Mailers*

1. *What is the cost of creating and printing a direct mail flyer?*
2. *How many people would you send the direct mail flyer to? What is the cost of mailing each flyer?*

Summarize the cost of the Traditional Media Marketing.

|  |  |  |
| --- | --- | --- |
| Traditional Media Marketing | | |
| Outlet | Cost | Notes |
| *Newspaper* |  |  |
| *Radio* |  |  |
| *TV* |  |  |
| Direct Mailers |  |  |
|  |  |  |

Social Media Marketing

* + *Website*

1. *What is the cost of obtaining a domain name?*
2. *What is the cost of creating, maintaining, and hosting a website?*
   * *Social Media Outlets*
3. *Create a list of social media outlets available for you to use.*
4. *What is the cost of creating and maintaining each social media outlet? (note: time=$)*

Summarize the cost of Social Media Marketing.

|  |  |  |
| --- | --- | --- |
| Social Media Marketing | | |
| Outlet | Cost | Notes |
| *Website* |  |  |
| *Facebook* |  |  |
| *Twitter* |  |  |
| Linked In |  |  |
| Blog |  |  |

Relationship Marketing

* + *Word of Mouth*

1. *What is word of mouth marketing?*
2. *What is the cost associated with word of mouth marketing?*
   * *Referral*
3. *What is referral marketing?*
4. *What is the cost associated with referral marketing?*

Summarize the cost of Relationship Marketing.

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| --- | --- | --- |
| Relationship Marketing | | |
| Outlet | Cost | Notes |
| *Word of Mouth* |  |  |
| *Referral* |  |  |
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SECTION III – Marketing Budget

*What is the current budget for marketing your business?*

1. *Determine the marketing supplies you will need and the cost associated with these supplies.*

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| --- | --- | --- | --- | --- | --- |
| Marketing Budget Quarter 1 | | | | | |
|  |  |  |  |  |  |
| Supplies | Jan | Feb | Mar | Apr | Total |
| Business Cards |  |  |  |  | $ - |
| Flyers |  |  |  |  | $ - |
| Name Tags |  |  |  |  | $ - |
| Signs |  |  |  |  | $ - |
|  |  |  |  |  | $ - |
| Total |  |  |  |  |  |

1. *Using your findings from the exercise in section II, create your promotion budget. It is up to you to choose the type of marketing you will use; ie. Traditional marketing, social media marketing, or relationship marketing.*

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| --- | --- | --- | --- | --- | --- |
| Promotion | Jan | Feb | Mar | Apr | $ - |
|  |  |  |  |  | $ - |
|  |  |  |  |  | $ - |
|  |  |  |  |  | $ - |
|  |  |  |  |  | $ - |
|  |  |  |  |  | $ - |
|  |  |  |  |  | $ - |
| Total |  |  |  |  | $ - |

SECTION IV- DEVELOPING A POWER TEAM

1. *Developing a power team will help you visualize your network. Ultimately your power team should consist of individuals whom share similar clients with you but DO NOT compete with your business. Your goal is to list a minimum of 4-6 power team members.*

Sources

Contacts

Power Team

Referrals

Referral Marketing:

“Referral marketing is a method of promoting products or services to new customers through referrals, usually [word of mouth](http://en.wikipedia.org/wiki/Word_of_mouth). Businesses can influence this through appropriate strategies.”

5 Steps to referral marketing:

1. Build Relationships- Establish trust. Do not refer to someone you don’t know!
2. Gain Business Knowledge- Get to know the facts of Who, what, where, and when.
3. Acknowledge the Need- Recognize and acknowledge the need for help with the present situation.
4. Offer a Solution- Offer to connect the person in need with the person who has the solution.
5. Set an Appointment- Set a meeting time for the two contacts.

TAKE ACTION

SECTION V – CHOOSE YOUR OUTLETS

1. *After you have researched traditional media marketing, social media marketing, and relationship marketing list the types of outlets you will use for your business.*
2. *Once you have chosen your outlets, give a statement of intent for each. Each statement of intent needs to include the purpose for using this outlet and what you want to achieve by using this outlet.*

*Example: Facebook-*

1. *We intend to use Facebook to create community awareness for our business.*
2. *We will achieve a fan following of 1000 people.*

SECTION VI – SET UP SOCIAL MEDIA

At this point, if you choose to use any social media tools, you will implement these programs. The Imperial Valley SBDC Social Media Advisor will assist you with setting up each program.

SECTION VII- SET GOALS

*Goals should be SMART! S=Specific, M=Measureable, A=Attainable, R=Relevant, T=Timed*

Marketing Objectives

*What marketing and social media milestones do you want to achieve? List your short term (next 12 months) and long term goals (1 – 3 years). These events, when completed, will determine your success as a company.*

*SMART GOAL 1 SMART GOAL 2*

*Social Media Marketing Relationship Marketing*

Goal Timeline Goal Timeline

SECTION VIII – SOCIAL MEDIA CONTENT CALENDAR

*Create a 90 Day Social Media Content Calendar that includes a monthly theme, weekly topic, and several daily postings.*

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| Content Calendar | | | | | | | |
|  |  |  |  |  |  |  |  |
| Month: | Overall Theme for the Month | | | | | | |
| Tool/Media | Week 1 |  | Week 2 |  | Week 3 |  | Week 4 |
| Website |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Word of Mouth |  |  |  |  |  |  |  |
| Referral |  |  |  |  |  |  |  |
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| Content Calendar | | | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Month: | Daily Topics | | | | | | | | | | | | |
| Tool/Media | Monday |  | Tuesday |  | Wednesday |  | Thursday |  | Friday |  | Saturday |  | Sunday |
| Website |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blog |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Word of Mouth |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Referral |  |  |  |  |  |  |  |  |  |  |  |  |  |
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