



Design With Cynthia – Special Project Simple Marketing Plan

2020

Marketing Theme: Simple – Low Cost – Mainly Online with additional Print	
Category	Strategy
SUMMARY - My reason for this Campaign/Marketing Plan:	To provide small business owners with advertising pieces, social media advertising and website updating or creation!
OFFERING TO CLIENTS - What sets my business apart from the rest:	Low cost, high integrity advertising, fast turn around times, great looking designs that portray what the client truly represents.
TARGET MARKET - My ideal customer is:	<ol style="list-style-type: none"> 1. Minnesota Residence within a 50 mile radius. 2. Web based clients needing graphic/web design. 3. Web based clients needing social media advertising.
TARGET CLIENT - What's most important to my ideal customer when they are contracting with me:	<ol style="list-style-type: none"> 1. That I can create a vision that represents their company. 2. The process will be a smooth viable project that represents what they are advertising. 3. That they know I can work within their budget and still create a high quality product for them.
ACCOMPLISHMENT STRATEGY - What I want to accomplish this year:	<ul style="list-style-type: none"> • Recruit New Customers and build new relationships • Reactivate existing clients to create new advertising pieces or update their websites and generate business.
MARKETING GOALS - The top 4 things that are going to get me there:	<ol style="list-style-type: none"> 1. Online social media advertising 2. Email marketing campaign 3. Magazine/Radio/TV Advertising 4. Direct mail campaigns
PROFIT STRATEGY - How much will each program contribute to my revenue/profitability:	<ol style="list-style-type: none"> 1. Social Media/Google Advertising – 70% 2. Email Marketing – 15% 3. Magazine/Radio/TV Advertising – 10% 4. Direct mail print campaigns – 5%
CLIENT STRATEGY - What will trigger my ideal customer to think of me:	<ul style="list-style-type: none"> • Messages about how their business profits and client base will benefit from advertising campaigns • Showing samples of how their websites can be improved to attract new customers • Coupons and sale incentives to generate sales
AD STRATEGY - Programs I am running to reach my goal	<ol style="list-style-type: none"> 1. Social media and Google advertising campaigns 2. Email marketing campaigns 3. Radio advertising
BUDGET - How much money will I need to get it done?	<ul style="list-style-type: none"> • \$500 LOW END • \$1,000 HIGH END