

Marketing for the small business owner can be overwhelming. You have a limited budget and limited time. There are so many options out there: Email, Direct Mail, Facebook, Twitter, Pinterest, Angie's List, LinkedIn, Directories, SEO, SEM, and all the other acronyms; making sense of it all seems hard but you're determined to get started now!

The first step to getting your marketing under control is to develop a marketing plan. This will be your guide as you start to make progress toward your marketing goals. Marketing is an investment in your company and it will certainly help you get more customers and grow.

Unfortunately there isn't a magic button for marketing and you'll have to put in the hard work and stick to your plan to see the results you expect. This marketing plan will evolve with your business as you grow. 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. This document provides 6 sample marketing plans to show you what a marketing plan looks like and to serve as a starting point to build your own custom marketing plan. It's important to remember that your marketing plan should map to your own goals and also fit your own needs and constraints

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#1: MARKETING PLAN FOR A NEW BUSINESS – WITH SIGNIFICANT MARKETING TIME, BUT NO BUDGET

Top Three 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)
- ✓ Submit 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.)
- ✓ 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)

Enhance Tracking of Your Marketing

Enhance the tracking of existing marketing to better determine what is effective and what is not

- ✓ 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)

Digital Foundation

Establish a comprehensive online presence

- ✓ Submit 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.)
- ✓ Launch a website
- ✓ Start a blog
- ✓ Setup a Facebook page
- ✓ Setup a Twitter account

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Keywords

Why Keywords Matter

Engage Potential, Past, and Present Customers

Establish regular communication to maximize repeat and referral business

- ✓ Use social media to stay top of mind (Facebook and Twitter, focus on building following, target a posting frequency of daily)

Search Engine Optimization

Optimize website to improve organic search rankings

- ✓ Develop unique content for site (ramp up blog with targeted content; post multiple times per week)
- ✓ Conduct on-site SEO optimization (meta data, keywords, etc.)

Promote to Increase New Leads

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)

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#2: MARKETING PLAN FOR A NEW BUSINESS – WITH SOME MARKETING TIME AND BUDGET

Top Three 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
- ✓ Promote your social media account (use a modest budget to build a fan base in Facebook)

Enhance Tracking of Your Marketing

Enhance the tracking of existing marketing to better determine what is effective and what is not

- ✓ 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)

Digital Foundation

Establish a comprehensive online presence

- ✓ Submit 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.)
- ✓ Launch a website
- ✓ Start a blog
- ✓ Setup a Facebook page

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#2: MARKETING PLAN FOR A NEW BUSINESS – WITH SOME MARKETING TIME AND BUDGET (CONT'D.)

Engage Potential, Past and Present Customers

Establish regular communication to maximize repeat and referral business

- ✓ Use social media to stay top of mind (Facebook and Twitter, focus on building following, target a posting frequency of multiple times per week)

Search Engine Optimization

Optimize website to improve organic search rankings

- ✓ Develop unique content for site (ramp up blog with targeted content, post 1 time per week)

Promote to Increase New Leads

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)
- ✓ Start using AdWords 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)

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#3: MARKETING PLAN FOR A NEW BUSINESS – WITH SIGNIFICANT MARKETING TIME AND BUDGET

What is it and why it is important?

Top Three 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 using 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

Enhance the tracking of existing marketing to better determine what is effective and what is not

- ✓ 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)

Digital Foundation

Establish a comprehensive online presence

- ✓ Submit 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.)
- ✓ Launch a website
- ✓ Start a blog
- ✓ Setup a Facebook page
- ✓ Setup a Twitter account
- ✓ Create a video that embodies your brand and upload it to YouTube in addition to putting it on your website

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#3: MARKETING PLAN FOR A NEW BUSINESS – WITH SIGNIFICANT MARKETING TIME AND BUDGET (CONT'D.)

Engage Potential, Past, and Present Customers

Establish regular communication to maximize repeat and referral business

- ✓ Use social media to stay top of mind (Facebook and Twitter, focus on building following, target a posting frequency of daily)

Search Engine Optimization

Optimize website to improve organic search rankings

- ✓ Develop unique content for site (ramp up blog with targeted content; post multiple times per week)
- ✓ Conduct on-site SEO optimization (meta data, keywords, etc.)
- ✓ Build links to your website (target the acquisition of multiple high quality links per week)

Convert Traffic into Leads

Increase the number of visitors who convert to a lead

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

Promote to Increase New Leads

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)
- ✓ Start using AdWords with a significant budget (drive targeted traffic to your site)
- ✓ Launch a targeted and tracked direct mail campaign
- ✓ Promote your social media account (increase the size of your fan base in Facebook and Twitter)

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#4: MARKETING PLAN FOR A NEW BUSINESS – LOOKING TO START MARKETING

Top Three 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

Enhance the tracking of existing marketing to better determine what is effective and what is not

- ✓ 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)

Digital Foundation

Establish a comprehensive online presence

- ✓ 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.)
- ✓ Start a blog (if not present)
- ✓ Start a Facebook page (if not present)
- ✓ Build online reviews (focus on Yelp and Google)

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#4: MARKETING PLAN FOR A NEW BUSINESS – LOOKING TO START MARKETING (CONT'D.)

Engage Potential, Past, and Present Customers

Establish regular communication to maximize repeat and 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)
- ✓ Use social media to stay top of mind (post regularly to Facebook; focus on engaging existing customers and building a fan base)

Search Engine Optimization

Optimize website to improve organic search rankings

- ✓ Develop unique content for site (ramp up blog with targeted content; post multiple times per month)

Convert Traffic into Leads

Increase the number of visitors who convert to a lead

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

Promote to Increase New Leads

Drive traffic and awareness to generate new leads

- ✓ Use AdWords with a modest budget (drive targeted traffic to your site)

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#5: MARKETING PLAN FOR A NEW BUSINESS – LOOKING TO STEADILY GROW

Top Three 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

Enhance the tracking of existing marketing to better determine what is effective and what is not

- ✓ 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)

Digital Foundation

Establish a comprehensive online presence

- ✓ 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.)
- ✓ Start a blog (if not present)
- ✓ Start a Facebook page (if not present)
- ✓ Build online reviews (focus on Yelp and Google)



#5: MARKETING PLAN FOR A NEW BUSINESS – LOOKING TO STEADILY GROW (CONT'D.)

Engage Potential, Past, and Present Customers

Establish regular communication to maximize repeat and 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)
- ✓ Use social media to stay top of mind (post multiple times per week to Facebook; focus on building following)

Search Engine Optimization

Optimize website to improve organic search rankings

- ✓ Develop unique content for site (ramp up blog with targeted content; post 1 time per week)
- ✓ Conduct on-site SEO optimization (meta data, keywords, etc.)

Convert Traffic into Leads

Increase the number of visitors who convert to a lead

- ✓ 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)

Promote to Increase New Leads

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 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)



#6: MARKETING PLAN FOR A NEW BUSINESS – LOOKING TO AGGRESSIVELY GROW

Top Three 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)
- ✓ 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 AdWords with a significant budget (drive targeted traffic to your site)

Enhance Tracking of Your Marketing

Enhance the tracking of existing marketing to better determine what is effective and what is not

- ✓ 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) Digital Foundation

Establish a comprehensive online presence

- ✓ 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.)
- ✓ Start a blog (if not present)
- ✓ Start a Facebook page (if not present)
- ✓ Setup a Twitter account (if not present)
- ✓ Build online reviews (focus on Yelp and Google)
- ✓ Create a video that embodies your brand and upload it to YouTube in addition to putting it on your website

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#6: MARKETING PLAN FOR A NEW BUSINESS – LOOKING TO AGGRESSIVELY GROW (CONT'D.)

Engage Potential, Past, and Present Customers

Establish regular communication to maximize repeat and 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)
- ✓ Use social media to stay top of mind (post daily to Facebook and Twitter; build following while also posting lead generating offers)

Search Engine Optimization

Optimize website to improve organic search rankings

- ✓ Develop unique content for site (ramp up blog with targeted content; post multiple times per week)
- ✓ Conduct on-site SEO optimization (meta data, keywords, etc.)
- ✓ Build links to your website (target the acquisition of multiple high quality links per week)

Convert Traffic into Leads

Increase the number of visitors who convert to a lead

- ✓ 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)

Promote to Increase New Leads

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 with a significant budget (drive targeted traffic to your site)
- ✓ Attend relevant industry events (tradeshows)
- ✓ Launch a targeted and tracked direct mail campaign
- ✓ Promote your social media accounts (increase the size of your fan base in Facebook and Twitter)

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Let Us Help You!!!

Shannon Barnes, Biz Coach/Profit Builder, has the capability to assist you with your marketing. We will get you started on your custom marketing plan and also with business development.

Let's get started with a customizing the future of your business. Contact Mrs. Barnes should you be interested in a FREE 30-minute consultation.

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