



KaeRae Marketing

**MARKETING PLANNING
PACKET**

Business Name:

Outline of Plan



Choose to use any of these digital marketing strategies,

- Brand Development*
- Website Design & Tracking*
- SEO: Search Engine Optimization*
- Social Media*
- Online Customer Reviews*
- Blogging*
- Email Campaigns*
- Videos*
- Lead Generation Ads*
 - Google Ads / PPC*
 - Facebook & Instagram Ads*

Questions to Ask Yourself

<i>Question</i>	<i>Answer</i>
<i>Who is your ideal customer? (customer avatar)</i>	
<i>What is the problem your biz solves?</i>	
<i>Who are your competitors?</i>	
<i>What is your primary competitive advantage?</i>	
<i>How many new customers can you handle per month?</i>	
<i>What is the simple 10-word core message that explains & excites?</i>	
<i>What gaps do you need to overcome to achieve your strategy & goals?</i>	
<i>What type of partnerships should you create?</i>	
<i>What features & benefits are customers looking for in your market?</i>	
<i>Where do your current customers come from?</i>	
<i>What is the lifetime profit generated from a new customer?</i>	
<i>How does your pricing compare to your competition?</i>	
<i>How big is your geographic targeting?</i>	
<i>What is a conversion for your business?</i>	
<i>Explain the client experience funnel (simply)</i>	
<i>What target keywords do you want to rank in Google?</i>	
<i>How much is your annual marketing budget?</i>	
<i>What would the result of using this strategy to run your business look like?</i>	

Customer Avatar

Understanding your consumer audience will give you direct insight into how you should market to them and where they are. This can result in an exceptional conversion rate and a successful marketing plan.

Goals & Values

Age:
Gender:
Marital Status:
/ Age of Kids:
Location:

Challenges & Pain Points

Sources of Info

Books:
Magazines:
Blogs/Sites:
Conferences:
Gurus:
Other:

Quote:
Occupation:
Job Title:
Annual Income:
Level of Education:
Other:

Objections & Client Experience

Creating a Brand

What is “brand” or “branding”?

Branding is about the experience someone has with your brand - how they learned about your business, the way they feel when they interact with your business and how they think and feel following their interaction.

Clearly articulate your brand.

Write out a distilled 2-4 paragraph statement crafted from your focus, combined with your why, what, and how. Basically combining worksheets 1-4 in slightly condensed form. Emphasize your uniqueness and why customers should buy from you.

Description of your business.

A one paragraph statement that describes what you do, why you are unique and why customers should buy from you. Work from your positioning statement but include more detail here. (Note: You may need help fleshing this out later in the creative process, but work to create something now.)

Build messaging around the above answers.

Who are you trying to reach and exactly what are you solving for them? If you've taken the time to go through step one, it shouldn't be so hard to start creating a plan focused on those you want to reach.

What type of writing will appeal to your ideal customer?

Is there a specific tone you are looking for?

Do you want to weave in story in the form of blog posts?

Website Development

This is the biggest component for your business online. Spend time thinking about the users experience with your business and create a clear, simple path for them to take to get started.

What is the first thought you want a new user to think when they get to your site?

What is a conversion for your business? (action by a user to become a lead)

How can you best illustrate what your business does, simply?

Consider what device your visitor is using.

What type of style would you like the design?

What type of features would you like on your site? (ie. booking calendar, ecommerce, accept payments)

Partnerships you can create for backlinking.

Decide on the menu of pages on your site

Choose branding colors (hex codes) & 2 different fonts.

Who will write the content for your site?

Favorite websites:

SEO: Search Engine Optimization

SEO Factors

There are hundreds of different factors that are weighed by the Google Search algorithm. In order to abide by the recommended SEO practices to increase your website rank for specific keywords.

Website SEO Tags

The tags on your website are important to set up properly because this is how Google reads your site and understands what your business is about.

Title Tags



Meta Description

KaeRae Marketing: Honest Marketing Firm | Rochester, NY
<https://www.kaeraemarketing.com/>
An honest approach to marketing your business. Giving you the truth from an experienced marketing consultant, you can have a more successful advertising ...
Marketing Planning · About · Google Ads · Websites

Alt Tag



Backlinking

Creating partnerships is part of business. Online you can create a strong partnership with other websites by linking their url on your site, and vice versa. This can only be a strong credibility link if it goes both ways. Who could you ask to add your website link to their site?

Consistency

Google trusts businesses that keep all of their information updated and accurate. They are looking to provide the best search results to their users, so the algorithm will only show your business if it is verified as consistent and correct.

There is a service that allows your business consistency to reach 100% online.

It is called, Yext.

There is an annual cost for this business listing consistency package.

\$ / yr

Check your consistency % at www.yext.com/resources/business-scan

Social Media

Social Media Strategy

Creating a relationship with your audience by showing the **real & authentic** side to your business. Users on social media are there to make a connection, using your posts to resonate with your followers will create an emotional connection to your business.

Facebook

_____ Total Followers

_____ # of Reviews

☆☆☆☆☆

_____ # of posts per week

Page is Verified Updated Photos

Instagram

_____ Total Followers

_____ Total Following

_____ # of posts per week

Page is Verified Bio Updated

Use of Linktr.ee

LinkedIn (for B2B)

_____ Total Connections

_____ # of Skills & Endorsements

_____ # of Recommendations

_____ # of posts per week

Updated Tagline Company Page

Other Platforms

_____ SnapChat

_____ Pinterest

_____ YouTube

_____ YouTube

Content Calendar

Planning the content for your social media pages will create a theme of information for your followers. Decide of 3-4 types of posts you can create, and then write down up to 10 different ideas, topics that relates to your business.

SUN

MON

TUES

WED

THURS

FRI

SAT

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Online Reviews

Word of Mouth is a huge asset for a business' growth. Online reviews is the best way to build that word of mouth credibility online.

Ideas to get new online reviews from your customers,

- *Ask in person during the closing of the sale, job, or project*
- *Follow up less than 5 days with an email request, make it simple*
- *Send a text follow up with a link to write a review*
- *Create an incentive for those customers that review your business online*
- *Respond to ALL online reviews, even the negative ones*

Places you can collect reviews:



Blogging

Reasons to start a blog for your business,

- *Allows for more SEO keyword opportunities*
- *Updating your website is a best practice*
- *Providing resources & educational material to your customers*
- *Showing behind the scenes to your business*
- *Create a "voice" for your business, should be owners or someone that has a full grasp of the business*
- *Share your blog posts / website with all potential customers, past customers, & personal connections*

Blog Post Topic Ideas:

Email Campaigns

Start collecting your past clients, any past or current potential lead, and personal connections email addresses. Making use of these contacts can help spread the word of your business on a consistent basis. Do not go overboard, no more than 1 per week.

**DAY OF THE WEEK
EMAIL IS SENT**

**TIME OF DAY
EMAIL IS SENT**

**# OF EMAILS TO
SEND PER MONTH**

Here are some content ideas to create email campaigns for your business. Start planning before you start sending.

- | | |
|--|---|
| <input type="checkbox"/> Blog Post | <input type="checkbox"/> Social Media Pages |
| <input type="checkbox"/> Website Launch / Rebrand | <input type="checkbox"/> Current Promotion |
| <input type="checkbox"/> Customer Testimonials | <input type="checkbox"/> New Products / Services |
| <input type="checkbox"/> Video | <input type="checkbox"/> Staff Shout Out |
| <input type="checkbox"/> Story of your Business History | <input type="checkbox"/> Community Events |

Video Content

The use of video content can capture your audience's attention and keep it for longer than any other type of content.

Do not get passed by those other businesses that put themselves out there and be authentic.

Share all of your video content on the recommended platforms >>>

Don't forget to put videos on your site!

You Tube

facebook®

vimeo

IGTV

Lead Generation

Google Ads

Choose the top 5 keywords

MONTHLY AD SPEND BUDGET

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HOW MANY NEW LEADS DO YOU NEED PER MONTH?

--

FB & IG Ads

Goals for Social Ads

MONTHLY AD SPEND BUDGET

--

HOW MANY NEW LEADS DO YOU NEED PER MONTH?

--

Marketing Budget

Date: _____

Annual Mktg Budget: _____

Budget for all your Marketing Plan

Creating a budget for your entire marketing plan is essential to growing and expanding your plan. Analysing the growth and putting the new income into the marketing to allow for compounding growth, is highly recommended.

This marketing plan is a growing plan, allowing you to start with the three month plan to reach goals to fund the next 3-6 months of marketing strategies.

Website Costs	\$
<i>Website Hosting - Domain Hosting - Personalized Domain Email - Maintenance or Editing Fees</i>	
SEO: Search Engine Optimization	\$
<i>Website Editing - Ongoing SEO Management - Yext</i>	
Social Media	\$
<i>Facebook - Instagram - LinkedIn - Advertising</i>	
Google Ads / SEM	\$
<i>Google Ads - YouTube Ads - Remarketing Ads - Bing Ads - Yelp Ads - Home Advisor Ads - Angie's List Ads</i>	
Traditional Marketing	\$
<i>Direct Mailing - Flyers - Business Cards - Print - Magazine - Newspaper - Radio - Television</i>	
Miscellaneous	\$
<i>Video (shooting, editing, etc) - Outsourcing Management - Trade Shows - Networking - Better Business Bureau - Chamber of Commerce - CRM System - Lead Generation Program - Sponsorships</i>	
Other	\$