

(note all prices and content are subject to change)

Marketing Plan 2017 – Company A

**COMPANY
LOGO GOES**

OBJECTIVE SETTING

BUSINESS PURPOSE

Company A is The Owner's own company, recently established. COMPANY A helps young people and adults to recognise their value and to realise the value they can add to the working world. It is about self-esteem, self-preservation and making a difference. Young people get bad press and this isn't always justified, so The Owner and COMPANY A want to bring about positive change.

The company describes itself as a careers coach, encompassing additional services including:

- CV writing
- Interview skills and techniques
- Career and life coaching
- Dealing with change, life choices and decision making

The Owner offers all of these services at present, but the long term goal is to outsource some of the services to partners and suppliers when the company grows and gets busier. These services could be offered going forward by webinar and workshops, as well as face to face as done presently.

Also in the future, the company is looking to bring in additional services that could compliment the current offering, such as colour analysis, style consultancy/clothing and also IFA/ help.

Another additional service being considered is how to support clients through their probation period and once this initial time has passed.

The services are offered via three packages:

1. Student career package
2. Basic career package
3. Advanced career package

Full details on the packages can be found at [insert link](#)

In addition, COMPANY A can offer bespoke, tailored made packages to clients depending on their needs and requirements, budgets and timeframes.

The emphasis of this plan is very much based on finding clients, although it will also touch upon finding partners and providers who can offer genuine value to the business.

COMPETITION

Who are the competition and what are they offering their clients?

On paper, there are quite a few competitors to COMPANY A and The Owner in terms of the range of services offered. This plan takes the competition as identified by The Owner and includes a subjective overview of them.

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XXXXXXXXXXXX present the image of being a very corporate organisation, which is supported by the fees it charges for its services. Whilst being very professional with a wealth of available resources, it would appear that young people, and possibly those most in need of this type of service, simply cannot afford it or could find it intimidating. The website doesn't convey necessarily the need to help people but merely offering a service delivered by one of their employees. The Owner's business, albeit much smaller presently, can provide a more supportive service and is about nurturing relationships.

XXXXXXXXXXXXXXXXXXXX

This company website is very simple and classy. It also does well in directly addressing issues faced by individuals (*see below*) – it cleverly demonstrates that they can relate to the individual and provide a solution. The company name which is borrowed from the founder also contributes to the personal touch and gives little indication of the size of the business. At the same time the company has been able to advertise the fact that they have worked with some major corporates in the past giving them further credibility.

XXXXXXXXXXXXXXXXXXXX

This is local competition from a small but experienced (largely female) team. They offer a range of services, which on the face of it, are comparable to Company A, but their website goes further in being able to provide a whole host of additional resources and contacts for individuals and business alike with one quick click.

As a business they are very 'hot' on keeping clients engaged and maintain a whole host of communication channels (*see below*). They give clients confidence in the service they provide with regular news and information. They have also introduced Skype Career Coaching to their portfolio.

XXXXXXXXXXXXXXXXXX

They aim high and try to name drop to give credibility. There are other case studies available for site visitors to read.

Again, another local business and direct competition, but it doesn't give the impression of being able to help the young or other in-need groups. It seems to offer greater success for those who are already successful but didn't quite add up.

The website doesn't offer the visitor much in the way of information but there is enough to prompt a phone call – Mike offers a 30 minute free discussion. He has not produced a newsletter for a number of years, so would conclude that their three-man team is preoccupied with day-to-day tasks.

GOALS

What does the company want to achieve during 2017 and beyond?

The aim of the company is to bring in new clients from either of the identified two target groups.

This will be done through speaking opportunities and exhibition opportunities as well as marketing campaigns.

Specifically, the goal has been identified as:

COMPANY A needs 45 enquiries per month to get 9 paying clients, which equates to two new clients per week. These paying clients will be the three to six-month package clients as opposed to one-off pieces of work.

(clients can be gained in mass through hosting workshops)

The Owner will keep a note of new business and leads as well as gathering lead sources.

How can this goal be achieved?

This is a very ambitious goal, but it is achievable with the right resource, sufficient time and of course a substantial marketing budget.

COMPANY A would benefit from a varied communication plan which would maximise opportunities. Brand consistency will also play a part as will networking and introductions.

DEFINING THE MESSAGING

POSITION, BRAND AND STRATEGY

Website

There is a new website in place at [insert link](#)

It is worth noting that there is another business with a similar web address– the content is not from the UK and years out of date but all efforts should be made to ensure that clients visit the right site!

The website is bold and striking and just what is required to give potential clients confidence in the service on offer. There are calls to action throughout which encourage engagement.

Suggested changes we have, based on our brief review of the website:

- The logo quality does detract from the site – just need sharpening up (links in with rebrand exercise)
- The blue text bands, albeit eye-catching doesn't tie-in with the brand (perhaps the rebrand will suggest complementary colours to form a palette of colours to choose from)
- The images on the bottom of the home page and in the gallery do not reflect your target market, and the image consultancy pictures may actually put off men (this is of course a subjective view point. Icons may help here, as suggested further on. Free images as alternatives can be sourced if decided upon)
- The profile is fantastically detailed and demonstrates plenty of experience, but would it be more personal if it was not written in the third person? (again this is of course a subjective view point and can be discussed further if you wish)
 - *The Owner will ponder whether to write in the first person or third person*

Social Media

There are two Facebook groups. The main one to use is [xxxxxxxxxxxxxxxxxxxx](#)

- Amend the profile square picture and the page header image so they fit into the space properly
- Perhaps change the call to action button from contact us to sign up to help support the need to grow a database.
- Going forward, create a closed FB page for clients to use, comment on and gain additional support.

There is a Twitter profile. The link is [xxxxxxxxxxxxxxxxxxxx](#)

Perhaps add an additional page or amend this so it encompasses all the services and so it is more COMPANY A branded and positioned.

There is a LinkedIn profile. Link is [xxxxxxxxxxxxxxxxxxxx](#)

We recommend changing the image/photo so it is the same as the one featured on FB. Amend the biography in your profile so it includes your keywords, services and the messaging outlined in the plan. There is also a business LinkedIn page.

Instagram link is [insert link](#)

Brand

The logo for COMPANY A was designed initially by a contact of The Owner's. Whereas The Owner likes the colours and overall look and feel, she feels it needs enhancing and reviewing to make sure it is consistent across all media and all collateral.

Pinpoint Marketing can support on this brand review exercise. As an idea, could The Designer create an icon to represent each of the services and packages?

The strapline is "xxxxxxxxxxxxxxxxxxxxxxxx" This strapline may change going forward.

Creative strategy

The logo is widely used and will be incorporated in all future collateral and messaging.

Alongside the website, social media profiles and collateral (current and new) the brand will play an important role going forward in terms of bringing in new clients.

Once the logo is completed and plans for consistency are finalised, there will be a need to develop a new set of brand guidelines. These will ensure collateral is standardised and then kept in a central point for consistency and uniformity going forward.

Offering

The Owner has extensive experience working with people from all social backgrounds and age groups. She has over 10 years' experience in writing CVs commercially and a fantastic success rate with 98% of her clients securing an interview. She worked in the corporate sector within Human Resources (HR) and Information Technology (IT) developing and delivering strategic learning and development projects and programmes as a Project Manager. As a Resource Manager, The Owner carried out line management HR responsibilities to pools of 100+ people. She has also volunteered as a school governor, parish councillor and Enterprise Advisor working with local schools. She is passionate about helping people realise their potential and the value they can add in the world of work.

Position

COMPANY A is a new company, but one that has passion and longevity in its offering and service levels.

So why is COMPANY A unique/the USP?

The Owner initially thought her business USP could be because she offers face-to-face consultations as well as online and phone support. On delving further after a discussion, the USP we feel is the variety of ways and options for how The Owner can support e.g. phone or meeting or social media or whatever the client is most comfortable with. This variety will be the driver to progression and client support/satisfaction.

Helping people to manage and deal with change has been recently identified as a niche area, through positive feedback from a recent FB post.

Whether this be career wise or life coaching or general planning, The Owner's service can aid and support people to make life choices and to make the right decisions for them. This can be through one to one coaching or via groups/workshops with programme follow up.

In its messaging, COMPANY A is and wants to be perceived as being:

Flexible

Caring

Supportive

Helpful

Treating clients as individuals

Authentic

Professional

Approachable

Honest

Realistic

The tone of any messaging is one of approachability, friendliness and down to earth.

It isn't jargon based or overwhelming or cold and clinical. It is warm and said with a smile and care. Messaging encourages self-esteem and making a difference.

Differing the message per audience

Marketing, and messaging, doesn't have a one size fits all. Therefore, it is important that the messaging resonates with the audience/viewer/reader.

<i>Messaging</i>	<i>Audience 1</i>	<i>Audience 2</i>
Flexible	✓	✓
Caring	✓	✓
Supportive	✓	✓
Helpful	✓	✓
Treating clients as individuals	✓	
Authentic	✓	✓
Professional	✓	
Approachable	✓	✓
Honest	✓	✓
Realistic	✓	
Making a difference and self-esteem/preservation	✓	✓

Plus other words and messaging to consider are:

- Reassuring
- Calm
- Pragmatic
- Overwhelm
- Change

MISSION & VISION

Mission and Aims

- Help students through to executives to prepare for and secure careers
- Work in a variety of ways to support and help
- Help young people and adults to make the most of themselves and their opportunities
- Help young people and adults to make decisions and the right life choices

Vision

The vision for COMPANY A is to help young people around the Thames Valley and beyond to develop, grow and to make a difference.

DEFINING A STRATEGY

MARKET SITUATION – SWOT analysis

Company		The Competition		The Market	
<i>STRENGTHS</i>	<i>WEAKNESSES</i>	<i>STRENGTHS</i>	<i>WEAKNESSES</i>	<i>STRENGTHS</i>	<i>WEAKNESSES</i>
<p>The Owner's passion and dedication</p> <p>Clear service offering</p> <p>Member of bodies like CPD</p> <p>Some marketing activities have already been undertaken</p> <p>Has a connection/understanding with young people</p>	<p>Not yet well known in new areas wishing to grow into</p> <p>Not long established</p> <p>Not well known at present</p>	<p>Possible they have more of a proactive marketing strategy in place</p> <p>More established</p>	<p>Does not offer the variety of support and contact</p> <p>Weaker connection with young people</p>	<p>Competition for jobs is vast, so services are very much needed</p> <p>Geographical potential within the UK</p> <p>Online opportunities for marketing</p> <p>Offline opportunities for marketing</p>	<p>Possibly saturated market from local competitors</p>
<i>OPPORTUNITIES</i>	<i>THREATS</i>	<i>OPPORTUNITIES</i>	<i>THREATS</i>	<i>OPPORTUNITIES</i>	<i>THREATS</i>
<p>Rebrand exercise</p> <p>Social media and website development, through content</p> <p>New services to offer</p> <p>New partners to bring on board to help</p>	<p>Only The Owner offering the services at present. How sustainable is this longer term?</p> <p>Business growth relies on taking market share from competitors</p>	<p>May have own growth plans</p>	<p>Little to distinguish between them</p>	<p>Growth potential</p> <p>UK wide economy is stabilising and growing</p> <p>Apprentices and young people coverage in the press</p>	<p>Are young people ready to reach out for help? Do they have the work ethic/attitude?</p> <p>Free services available eg national careers service</p>

FEATURES of Company A	BENEFITS of Company A
Support	The level of support and variety in how it's offered is unique to COMPANY A = clients get what they need and how they need it
The Owner	The Owner's infectious enthusiasm, skills and accreditations = clients are in safe hands and will get a thorough service and many new skills to take into the workplace
Local presence	The Owner is well known and respected in the local business community so the scope for future success and collaborations is great = more services and improved deliverability = a better, smoother service for clients
Service range	With a wide range of services on offer, the client gets what they need either bespoke or via a package = client is treated and supported like an individual meaning they get value and what they actually need

These are not written in a ranked order of priority.

DEFINING THE TARGET AUDIENCE

CLIENT PROFILE

Who are COMPANY A's clients?

In theory, these services could be offered to both genders and all ages, but two key target groups have been identified to initially direct market efforts towards:

1. Adults, 25 to 54 – looking to get back into work after redundancy, maternity leave, looking for a career change or looking for a career/confidence boost?
Plus help with managing change, making life choices and decision making
2. Young people, 17 to 24 – looking for a new job or new career, or looking for a first job

From a philanthropical point of view, the young people are where The Owner's passion is but from a financial point of view, it will be the adults that are more profitable for the business.

As a side note, recent statistics from Facebook showing who is viewing the social media page and so on, imply that young males are the key audience group. This is to be noted in future campaigns. It is assumed that males like the anonymous help as opposed to face-to-face chats preferred by females.

Geographically, the services offering via phone or social media is not limited and in the longer term the business can become more national, but for now whilst COMPANY A is in its infancy, key areas to focus on are:

- Buckinghamshire (Aylesbury, Thame, Princes Risborough, High Wycombe, Tring, Beaconsfield, Burnham, Windsor, Maidenhead and The Chalfonts)
- West London

In terms of data, COMPANY A does not have a database as such established yet. These could form a starting point, but the aim is to build a new database. A discussion would need to be had in terms of how to store new contacts eg excel, via Mail Chimp, a CRM? A simple excel spreadsheet we feel would suffice initially. Plus the usage of survey monkey.

DEVELOPING THE TACTICS AND IMPLEMENTING THE PLAN

COMMUNICATIONS PLAN

COMPANY A wishes to massively grow the business during 2017 with an ambitious goal of 45 enquiries per month to get 9 paying clients, which equates to two new clients per week.

The plan therefore includes a range of campaigns and ideas with a range of budgets for The Owner to pick what she would like to do, what she needs support with, what she wants to totally outsource and so on.

At present, the marketing tactics suggested are to cover both target audience groups. The messaging can be amended on a campaign by campaign basis.

<i>Month to end/deliver</i>	<i>Activity</i>	<i>Activity Detail</i>	<i>Purpose</i>	<i>Costings</i>	<i>Responsibility of</i>	<i>Complete by</i>
November	Marketing Plan			£247	Pinpoint	November
PHASE 1 – groundwork and review						
December	Marketing Plan meeting or call	Discuss and firm up plans for 2017	Get the marketing started	As above	Pinpoint	
January	Brand review	Rebrand exercise Consider creating icons for services and packages?	Make consistent across the board plus create brand guidelines	Costs tbc, depending on brief to The Designer £50 per hour to project manage if required Additional costs may also be incurred if any collateral, online media needs amending with the logo	The Owner, Pinpoint and The Designer Pinpoint	
January	Create collateral	Create a double-sided flyer or postcard detailing all the services	Use as handouts at meetings, networking, to clients, leave in receptions etc	Costs tbc, depending on brief to The	The Owner, Pinpoint and The Designer	

		<p>Or an option could be to create an A4 folder with inserts?</p> <p>Plus roll up banner.</p> <p><i>Discuss all with The Designer.</i></p>		<p>Designer</p> <p>Printing costs to also be considered. Pinpoint can recommend a printer. Tbc</p> <p>£50 per hour to project manage if required</p>		
February	Website	Make any of the changes as recommended in the above review (page 6)	Ensure messaging and branding is consistent	Amends are charged at £50 per hour	Pinpoint or can be done internally by The Owner	
PHASE 2 – starting the Marketing						
February	Research Report	<p>Research into options for advertising, PR, marketing and funding To include: Online and offline</p> <p>Advertising – parish The Designer, Chiltern View, Families in the Chilterns, local newspapers in HW and Aylesbury</p> <p>PR – Female business hub, Talented ladies plus others</p>	Weigh up options, costs, timelines and processes for future marketing and funding options for clients	£95 for the report of options, costs and recommendations	Pinpoint	

		Radio – Marlow FM and Three Counties radio plus others if applicable Facebook advertising Plus funding – look into options for clients to get help/grants. See Pinpoint list				
February	Content Plan	Create a content plan for the year This content plan could also be used across the Mary Kay social tool	To ensure all services are marketed and to enable content to be written and recycled for blog, website, minutes, social media and so on. Create a plan to cover latest events, product developments, company and industry news, links, images, hashtags, videos and testimonials Plan will contain outline of ideas and draft wording in a template per medium per month	£147	Pinpoint	
February	Hootsuite	Set up this tool to allow pre scheduling posts and for managing numerous social media accounts		£47	Pinpoint Or can be done internally	
February	Newsletter	Create a newsletter template in Mail Chimp	Ensure brand consistency and messaging for future newsletters	£97	Pinpoint	
February	Newsletter 1	Send a quarterly newsletter	To promote to and educate clients	£97 to design, send and track (you supply the copy) or £147 each month for copy writing plus design, send and track	Pinpoint Or can be written, designed, sent and tracked internally	
March	Speaking opportunities	Raise brand and services awareness and raise the profile of The Owner	Weigh up options, costs, timelines and processes for future marketing options	£95 for the report of	Pinpoint	

		Include Athena as well as the WI, in schools, Young enterprise, Uni's, Council etc		options, costs and recommendations		
April	Database building	Research into creating a database via telemarketing	This may be a challenge as the data would be b2c, but worth looking into and assessing options and potential solutions	Costs tbc from Telemarketing company, based on a brief	Pinpoint via a Telemarketing provider/outsourced	
May	Newsletter 2	Send a quarterly newsletter	To promote to and educate clients	£97 to design, send and track (you supply the copy) or £147 each month for copy writing plus design, send and track	Pinpoint Or can be written, designed, sent and tracked internally	
Month TBC	Skills Show	Prepare for the show	Merchandise, print, roll up banners, collateral and so on	Costs tbc once brief determined	Pinpoint Or can be done internally	
June	Case studies and Testimonials	Interview past and current clients for written and video based testimonials Use on website, collateral and in content	WOM and referrals are one of the most impactful marketing tools	Costs tbc	Pinpoint	
July	Website	Review Google analytics for first few months	Gage progress of website and how it is performing Look into options for PPC	£75 for Google analytics report and PPC options	Pinpoint	
Month TBC	Skills Show	Follow up activity	Write and/or call attendees to the stand by way of following up	Costs tbc	Pinpoint Or can be done internally	
September	Newsletter 3	Send a quarterly newsletter	To promote to and educate clients	£97 to design, send and track (you supply the copy) or £147 each month for copy	Pinpoint Or can be written, designed, sent and tracked internally	

				writing plus design, send and track		
Month tbc	Workshop	Host a free workshop to give advice to parents of school leavers still struggling to find work	Promote event in local press to get parents aware of options available to their children – education and lead generation	Cost TBC	Pinpoint to arrange or can be done internally	
November/ December	Marketing Review – review annual activity and plan for 2017					
January 2018	Newsletter 4	Send a quarterly newsletter	To promote to and educate clients	£97 to design, send and track (you supply the copy) or £147 each month for copy writing plus design, send and track	Pinpoint Or can be written, designed, sent and tracked internally	
Ongoing	<p>Once decisions have been made, Pinpoint Marketing will factor in the cost of a regular (frequency tbc) report on google analytics, social media stats, ads and so on</p> <p>Also, once decided on the level of activity, budget and the content plan, each month we can review the marketing plan (tactic pages) and add in line items per month for</p> <ul style="list-style-type: none"> • Blogging • Social media posts • Website updates. <p>Plus, once events, speaking slots are booked etc, these can also be added into the tactical pages of this plan as line items</p>					

Notes:

This plan includes pricing on a project by project basis.

The other alternative is for any work to be carried out on a retainer style basis. Pinpoint Marketing is happy to work in either way.

OTHER IDEAS IF ADDITIONAL BUDGET AVAILABLE

- Partner development programme – recommendation programme
 - Help The Owner develop list of partners and suppliers when the company grows and gets busier
- Loyalty programme for clients
- Text message or App based services offering support and advice, as well as a marketing tool
- Brand or sign write car/cars for advertising
- Merchandise items for the office and directors to help raise awareness of the brand internally and externally
- Ebook or book on how to seek help, what help and the benefits. Or an ebook/chapter per service area
- Create some COMPANY A branded merchandise as giveaways for clients, use in workshops etc.

WHAT HAPPENS NEXT

PRICING:

Every effort has been made to ensure that the prices quoted are as accurate as possible. These may be subject to change however if the brief changes, demand for the product or if more or less work is required than anticipated.

Any price changes will be pre-agreed with Pinpoint/any other partners before work is given the go ahead.

The suggested timings of the plan are also subject to change. Depending on issues like internal changes and activities/briefs being more complex than originally thought, the projects may be delayed.

Some costs are listed as one-offs but they could turn to monthly costs.

Note the hourly cost if needed for Pinpoint is £50

COMMITMENT:

In order for any marketing activity carried out by Pinpoint Marketing to succeed, Pinpoint will need:

Commitment of budget and time for regular marketing activity to allow such activity to make an impact

Time for campaigns like monthly newsletters or social media posts to take effect before being measured

Sharing of product and company knowledge and market knowledge as and when it comes.

In return Pinpoint will offer:

Introduction of any useful contacts

Commitment of time and expertise

Measuring and reporting on campaigns

Regular contact and updates

Professionalism and reliability.

NEXT STEPS:

The Owner to review the marketing plan.

Arrange a meeting or call to discuss the plan in November/December with Pinpoint Marketing and to also make some decisions on how to progress the plan and implement it.