

Module 2



Marketing Plan

**** REPLACE EVERYTHING TYPED IN GREY WITH YOUR INFORMATION ****

(logo) **Company Name**

Date

Customer Profile

Who is your target customer?
How will you find them?

Company Image/Position/Public Relations

What colours are you going to be using?
What does your logo mean?
What is your image going to tell your customers?
How will your image be inline with itself across all of your platforms? For example, does your website, business cards, uniforms, advertisements all look like they're from the same company?
How do you want to be positioned in your local market? Cheapest? Fastest? Best quality?
How will you get your company advertised for free?
How will you ensure you are the #1 local graffiti removal professional?

Sales Strategy

Structure/outline of how you will sell to your customers. Phone calls? Meetings? Email? and how would each of these look specifically?
How would you describe your differences from your competition?
What is your follow-up service going to be once someone has used your company for their graffiti removal?
What will your customer service policy be? For example, if someone isn't happy with your service, what would you do?

Graffiti Protection Plan

Describe it specifically and have it outlined. Include how you will price it, who it would be given to (or not given to). This is covered in Module 8.2.
Create an easy to email/hand out copy of it prepared to give customers.

Advertising Strategy

Where will you advertise?
What will you advertise?

SEO

How will you get noticed online?

Who will set up your SEO, or will you do it yourself?

Website

What will this look like from top to bottom?

Who will build it? Host it?

What features will it have?

Social Media

What platforms will you have a presence on?

Which ones will you use frequently?

What will you post? Frequency of posts? Style of posts?

Central message you want to get across?

Who will you target for followers?

Will you spend money advertising on them?

Describe all of the details of how you will use it.

Promotions

What will you give to people as free promotional items (if any)?

How will you advertise your company besides using standard media platforms. For example, sponsoring a local or private event? Donations? Discounts?

Uniforms

What will you and your staff wear when on a sales call or job-site? Be specific and make sure it matches your company image.

Decals & Business Cards

What will your business cards/vehicle/trailer decals look like? What information will be on them?

Who will design, print, or apply these?

Marketing Budget

In the Marketing Budget Template detail the finances of your monthly expenses for all above sections that this is applicable to.

Be specific as to when you will stop spending on certain medias.