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Sample Strategy Suite: Big Picture Blueprint

Water Drop (Fictional Business)

Please note, this sample is to provide an idea of what your final deliverable will look like. The information included here is brief and less detailed than what a real strategy and marketing plan would entail.

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** Not included in sample.*

Business Objectives

Goal 1: Increase Leads & Conversions

- Generate 20% more leads through targeted digital marketing campaigns within the next six months.
- Improve website conversion rate by 15% by optimizing landing pages and call-to-action elements within three months.
- Increase the lead-to-customer conversion rate by 10% through improved sales strategies and customer nurturing over the next year.

Goal 2: Increase Gross Sales

- Achieve a 30% increase in gross sales compared to the previous year through expanding market reach and customer acquisition.
- Launch a new product or service line that contributes to 15% of the total gross sales within the next nine months.
- Implement pricing optimization strategies to increase the average transaction value by 12% in the next six months.

Goal 3: Increase Repeat Business

- Attain a customer retention rate of 25% or higher by implementing loyalty programs and personalized customer engagement initiatives within the next year.
- Encourage repeat business through customer referrals, aiming for a 20% increase in referral-generated sales within six months.
- Enhance customer satisfaction by achieving a minimum Net Promoter Score (NPS) of 8, indicating high customer loyalty and recommendation likelihood.

Measures of Success

1. New Leads:

- Increase the number of new leads generated per month by 15% compared to the previous quarter.
- Achieve a lead-to-customer conversion rate of at least 20% within the first six months of acquiring the leads.

2. Repeat Customers:

- Increase the percentage of repeat customers by 10% year-over-year.
- Attain a customer retention rate of 30% or higher, indicating customers' satisfaction and loyalty.

3. Gross Sales:

- Achieve a 25% increase in gross sales compared to the previous year.
- Implement strategies to achieve consistent monthly sales growth throughout the year.

4. Social Media Leads:

- Increase the number of leads generated through social media platforms by 20% within the first three months of implementing targeted social media campaigns.
- Monitor the cost per lead from social media campaigns and aim to decrease it by 10% through optimization.

5. Website Traffic and Leads:

- Increase website traffic by 30% year-over-year through a combination of search engine optimization (SEO), content marketing, and online advertising.
- Aim to convert at least 5% of website visitors into leads through effective call-to-action strategies and lead capture forms.

Brand Messaging:

Mission Statement & Vision:

- Craft a compelling mission statement that emphasizes the company's commitment to promoting healthy eating and sustainable living through plant-based meals.
- Establish a vision that envisions a future with more people adopting a plant-based diet for personal health and environmental benefits.

Unique Selling Proposition (USP)

- Differentiate the business by highlighting unique features and how they make the business's offerings uniquely valuable

Brand Story

- Design a modern and eco-friendly brand logo and colors that resonate with target consumers.
- Develop brand messaging that communicates the brand's core values, benefits, and convenience.

Brand Imagery



SWOT Analysis Snapshot

Strengths

- **Strong Brand Identity:** The retail clothing store has established a recognizable and reputable brand in the local market.
- **Prime Location:** The store is strategically situated in a high foot traffic area.
- **Diverse Product Range:** The store offers a wide variety
- **Customer Loyalty Program:** The store has a well-structured loyalty program for customer retention

Weakness

- **Limited Online Presence:** The store's online presence is minimal, resulting in missed opportunities.
- **Seasonal Sales Fluctuations:** leading to uneven revenue streams throughout the year.
- **High Competition:** market is highly competitive
- **Limited Targeting Strategies:** Lacks customer segmentation strategy, making it challenging to tailor marketing efforts to specific customer groups

Opportunities

- **Website Expansion:** Investing in a platform can open up new markets
- **Social Media Marketing:** Utilizing social media platforms to showcase new arrivals, promotions
- **Sustainable Fashion Trend:** Offer eco-friendly options to tap into missed market
- **Collaborations and Partnerships:** local designers or influencers can help boost brand exposure

Threats

- **Changing Trends:** Rapidly changing fashion trends may result in excess inventory
- **Online Competitors:** retailers offering convenience and competitive pricing
- **Rising Operating Costs:** Increasing costs, such as rent, utilities, and labor.
- **Supply Chain Disruptions:** Disruptions due to global events may result in inventory shortages and delayed deliveries.

Target Customer Profile 1

- **Name:** Emily Johnson
- **Age:** 35 years old
- **Gender:** Female
- **Marital Status:** Married
- **Occupation:** Property Manager
- **Annual Income:** \$70,000
- **Location:** Suburban area, United States



Demographics:

- **Ethnicity:** Caucasian
- **Education:** Bachelor's degree in Marketing
- **Household Size:** Emily lives with her husband and two children (ages 6 and 8) in a spacious suburban house.
- **Interests:** Emily enjoys reading fiction novels, attending fitness classes, and gardening in her spare time.

Technology Usage:

- She is tech-savvy and owns a smartphone, tablet, and a laptop. She frequently uses social media platforms to keep in touch with friends and family.

Shopping Habits:

- **Preferred Shopping Channels:** Emily is a busy professional, so she often shops online for convenience. She also visits local specialty stores for unique items.

Favorite Brands:

- She is brand-conscious and prefers quality brands known for their eco-friendly and sustainable practices.
- **Spending Behavior:** Emily is willing to spend more on products that align with her values, such as organic and cruelty-free personal care items, as well as eco-friendly home products.

Lifestyle:

- **Health and Wellness:** Emily prioritizes her health and makes time for regular exercise. She is interested in wellness trends and natural remedies.

Target Customer Profile 2

- **Name:** Ben Jacobs
- **Age:** 45 years old
- **Gender:** Male
- **Marital Status:** Married
- **Occupation:** Business Owner
- **Annual Income:** \$90,000
- **Location:** Suburban area, United States



Demographics:

- **Ethnicity:** African American
- **Education:** MBA
- **Household Size:** Ben lives with his wife and two children (ages 6 and 8) in a spacious suburban house.
- **Interests:** Ben enjoys reading fiction novels, attending fitness classes, and gardening in her spare time.

Technology Usage:

- He is tech-savvy and owns a smartphone, tablet, and a laptop. He frequently uses social media platforms to keep in touch with friends and family.

Shopping Habits:

- **Preferred Shopping Channels:** He is a busy professional, so he often shops online for convenience. He also visits local specialty stores for unique items.

Favorite Brands:

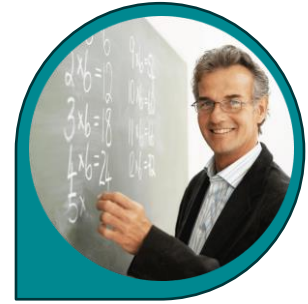
- He is brand-conscious and prefers quality brands known for their eco-friendly and sustainable practices.
- **Spending Behavior:** Ben is willing to spend more on products that align with her values, such as organic and cruelty-free personal care items, as well as eco-friendly home products.

Lifestyle:

- **Health and Wellness:** Ben prioritizes his health and makes time for regular exercise. He is interested in wellness trends and natural remedies.

Target Customer Profile 3

- **Name:** George Foster
- **Age:** 60 years old
- **Gender:** Male
- **Marital Status:** Married
- **Occupation:** Professor
- **Annual Income:** \$65,000
- **Location:** Suburban area, United States



Demographics:

- **Ethnicity:** Caucasian
- **Education:** Doctorate in Mathematics
- **Household Size:** George lives with his wife and two children (ages 6 and 8) in a spacious suburban house.
- **Interests:** George enjoys reading fiction novels, attending fitness classes, and gardening in his spare time.

Technology Usage:

- He is tech-savvy and owns a smartphone, tablet, and a laptop. He frequently uses social media platforms to keep in touch with friends and family.

Shopping Habits:

- **Preferred Shopping Channels:** George is a busy professional, so he often shops online for convenience. He also visits local specialty stores for unique items.

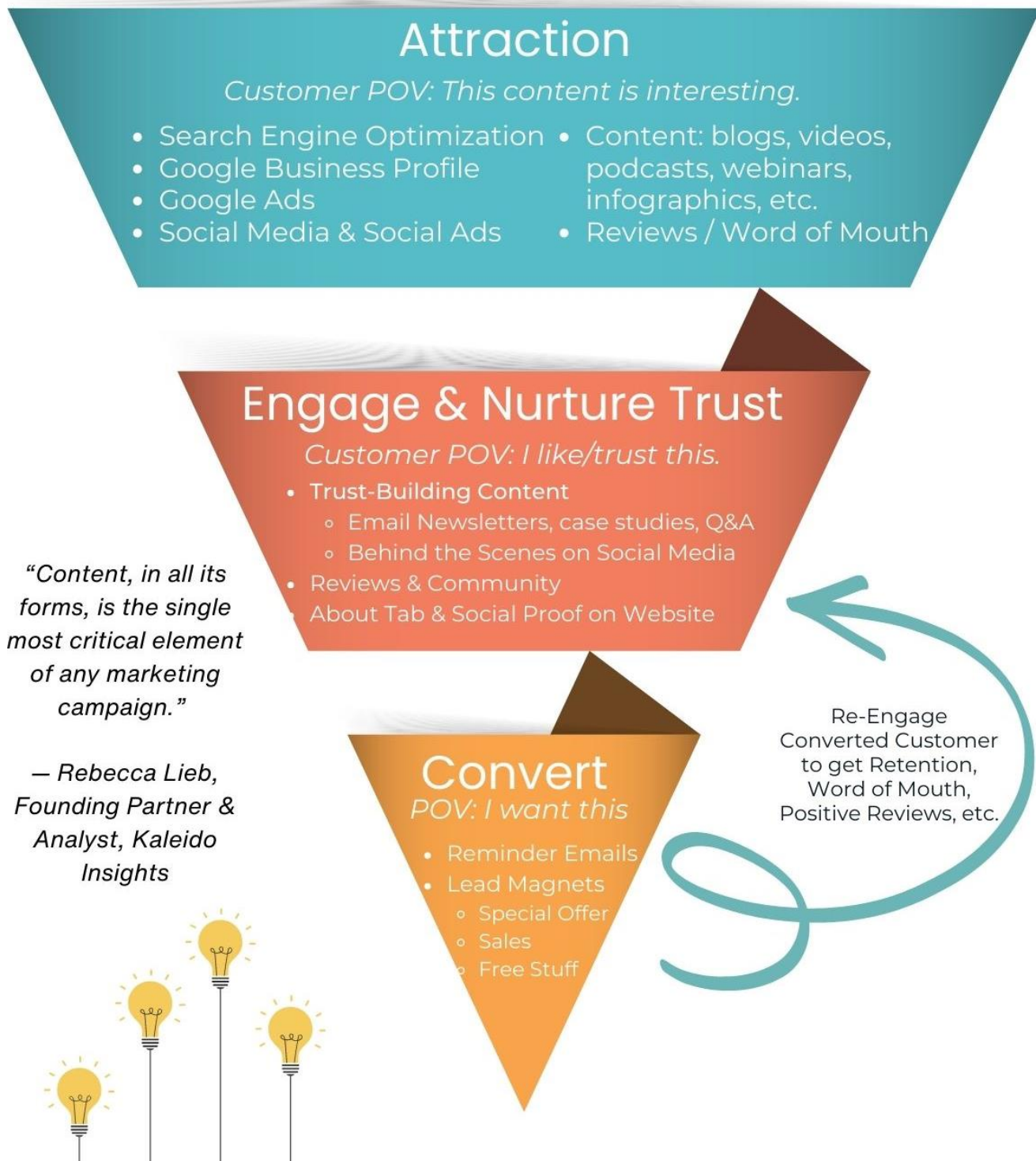
Favorite Brands:

- He is brand-conscious and prefers sensible items.
- **Spending Behavior:** George is willing to spend more on products that align with his values, such as organic and cruelty-free personal care items, as well as eco-friendly home products.

Lifestyle:

- **Health and Wellness:** George prioritizes his health and makes time for regular exercise. He is interested in wellness trends and natural remedies.

Visual Example: Customer Journey & Lead Funnel



Social Media Strategy

Objective:

- Increase brand awareness, engage with the target audience, and drive website traffic for ABC Tech Solutions through social media channels.

Target Audience:

- Small and medium-sized business owners and managers.
- IT professionals and tech enthusiasts.
- Decision-makers interested in technology solutions.

Platform Selection:

- Facebook
- Twitter
- LinkedIn

Content Strategy:

- Educational Content: Share informative articles, blog posts, and how-to guides related to technology solutions and trends. These should provide value to the audience.
- Product Highlights: Showcase ABC Tech Solutions' products and services, emphasizing their unique selling points and benefits.
- Customer Stories: Share success stories and testimonials from satisfied customers.
- Behind-the-Scenes: Give a glimpse into the company culture and the people behind the scenes to humanize the brand.
- Industry News: Share relevant industry news and updates to position ABC Tech Solutions as an industry thought leader.

Content Calendar:

- Frequency: Post at least once daily on each platform.
- Content Mix: Maintain a balance between educational, promotional, and engaging content.
- Themes: Plan themed content around monthly or seasonal events, like tech conferences or holidays.

Engagement Strategy:

- Respond to Comments: Monitor comments and messages on all platforms and respond promptly.
- Engage with Audience: Proactively engage with the audience by asking questions, running polls, and creating interactive content.
- User-Generated Content: Encourage customers to share their experiences and feature user-generated content.

Paid Advertising:

- Utilize paid advertising campaigns on Facebook and LinkedIn to reach a wider and more targeted audience.
- Influencer Partnerships:
- Collaborate with tech influencers to promote ABC Tech Solutions' products and services.

Metrics and KPIs:

- Reach: Measure the number of people who see ABC Tech Solutions' content.
- Engagement: Track likes, shares, comments, and click-through rates.
- Website Traffic: Monitor the traffic generated from social media using tools like Google Analytics.
- Conversion Rate: Measure the number of social media leads that convert into customers.
- Follower Growth: Track the growth of the social media following over time.

Monitoring and Analytics:

- Use social media management tools like Hootsuite or Buffer to schedule posts and analyze performance.
- Budget Allocation:
- Allocate budget for paid advertising and influencer partnerships, with room for adjustments based on performance.

Testing and Optimization:

- Continuously test different types of content, posting times, and ad creatives to optimize performance.
- Crisis Management:

- Develop a crisis management plan for handling negative comments or PR issues on social media.

Review and Adaptation:

- Regularly review the social media strategy's effectiveness and make adjustments as needed based on the metrics and feedback.
- By following this social media strategy, ABC Tech Solutions aims to build a strong online presence, engage with its target audience effectively, and drive business growth through its social media channels.

Implementation Needs & Plan

Duration: 12 months (Starting from August 1, 2023, to July 31, 2024)

Implementation and Execution Phase

1. Website Optimization:

- Enhance the company website with user-friendly navigation and a visually appealing design.
- Optimize for search engines (SEO) and improve loading speed for better user experience.

2. Digital Marketing Campaigns:

- Launch targeted digital ad campaigns on platforms where the target audience is most active.
- Utilize social media, PPC advertising, and content marketing to generate leads.

3. Personalization and Customer Engagement:

- Implement personalized marketing approaches, such as email segmentation and personalized offers.
- Utilize marketing automation tools to deliver relevant content and nurture leads.

4. Event Marketing and Partnerships:

- a. Organize events, webinars, and workshops to engage with customers directly.
- b. Collaborate with complementary businesses for cross-promotional opportunities.

Monitoring, Optimization & Maintenance Plan

1. Performance Tracking:

- Regularly monitor and analyze the performance of marketing campaigns and strategies.
- Use data-driven insights to make informed decisions and adjustments.

2. Customer Feedback and Surveys:

- Gather customer feedback through surveys and social media interactions.
- Use feedback to continuously improve products and services.

3. Review and Adapt:

- Conduct periodic reviews to evaluate the effectiveness of the new marketing plan.
- Adjust strategies based on market trends, customer feedback, and changing business needs.