



A PREMIER DIGITAL MARKETING AGENCY

24 Month Marketing Implementation Plan



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Why, How, What

"People don't buy how or what you do, they buy why you do it." – Simon Sinek

Features and benefits typically don't drive behavior.

Why: *What is your purpose, your cause, your belief? Why does your business exist?*

What: *What do you do?*

How: *How do you deliver your value proposition?*



Service Lines & Products

List your service lines and/or products

Services

Additional services you could offer but currently don't

Products



List the top 3 target markets that you want to grow.

1.

2.

3.



SWOT Analysis

The SWOT analysis shows the areas of your business that need to be examined, such as, internal strengths and weaknesses. It also allows you to gain visibility to the opportunities at hand and potential threats. Your strengths will assist you with capitalizing on emerging opportunities.

Strengths

Opportunities

Weaknesses

Threats

A photograph of a sandy path through tall, dry grass under a clear blue sky. The path is light-colored sand with some darker spots, leading into the distance. The grass is tall and golden-brown. The sky is a clear, pale blue.

24 Month Goal Overview

Planning

Business Development

Lead Generation & Data
Management

Networking

Presentations &
Speaking Engagements

Marketing Basics

Website

Social Media



The keys to effective marketing is to create compelling market specific messaging, effective CTA's (call to action), consistent delivery and follow up. The challenge for many organizations is the fact that they don't have a dedicated in-house marketing team to create and manage these efforts.

A temporary solution is to either hire an agency to create and implement these initiatives or to assign tasks to various members of your team. These tasks will need to be included in their current work duties with reasonable deadlines and actively managed.

24 Month Goal Overview



Planning

- Create a static meeting agenda to work from during weekly meetings.
- Pre-schedule weekly and monthly meetings with staff.
- Determine and pre-schedule quarterly off-site meetings.
- Review and update implementation calendar during meetings.

Business Development

- Create Priority A prospect list: existing clients that can be up-sold.
- Create Priority B prospect list: vertical markets you are targeted.
- Obtain preferred certification and any required vendor registrations.
- Research, schedule and attend industry association meetings, trade shows and expos.



Lead Generation & Data Management

- Ensure contact/lead information is in one location —CRM
- Define categories for leads such as:
 - New Lead: just a business card exchange
 - Current Prospect: someone you have engaged with in a conversation regarding interest in your services.
 - Qualified: someone requesting and estimate or proposal
 - Current Client
 - NIC: no initial contact
 - Not Qualified
 - Past Client
 - Past Qualified



Networking

- Attend industry associations for targeted markets including trade service associations, Chambers of Commerce, etc.
- Book 3 individuals for an independent meeting from each event.
- Determine and schedule weekly/monthly events where target market convenes.
- Attend relevant trade shows, expos, etc. (one per quarter)

Presentations and Speaking Engagements

- Create list of targeted organizations and associations.
- Select and prioritize presentation based on target market.
- Prepare presentations so you have content inventory.
- Don't forget about the general market too.



Marketing Basics

- Create an inventory of both physical and digital versions of your business collateral such as brochures, pricing sheets, postcards, flyers, etc.
- Use the marketing implementation calendar included in this plan where you will schedule all marketing activities.
- Create and schedule email marketing initiatives to Priority A/B prospects.
- Post 2 blogs per month (500-750 words that are SEO'd).
- Post blogs on website and across all social platforms.



Website

- Hire an SEO professional
- Review monthly Google analytics reports
- Develop content marketing strategy around keywords
- Refresh website design every 2 years
- Create downloadable content on your website for lead capture such as E-books, info-graphics, white papers, case studies, etc.

Social Media

- 3 posts per week LinkedIn (Join groups)
- 5 posts per week Facebook
- 5 posts per week Instagram
- 15 posts daily on Twitter



Implementation Strategy

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Planning

Task	Description	Metrics	Owner	Due Date
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Business Development

Task	Description	Metrics	Owner	Due Date
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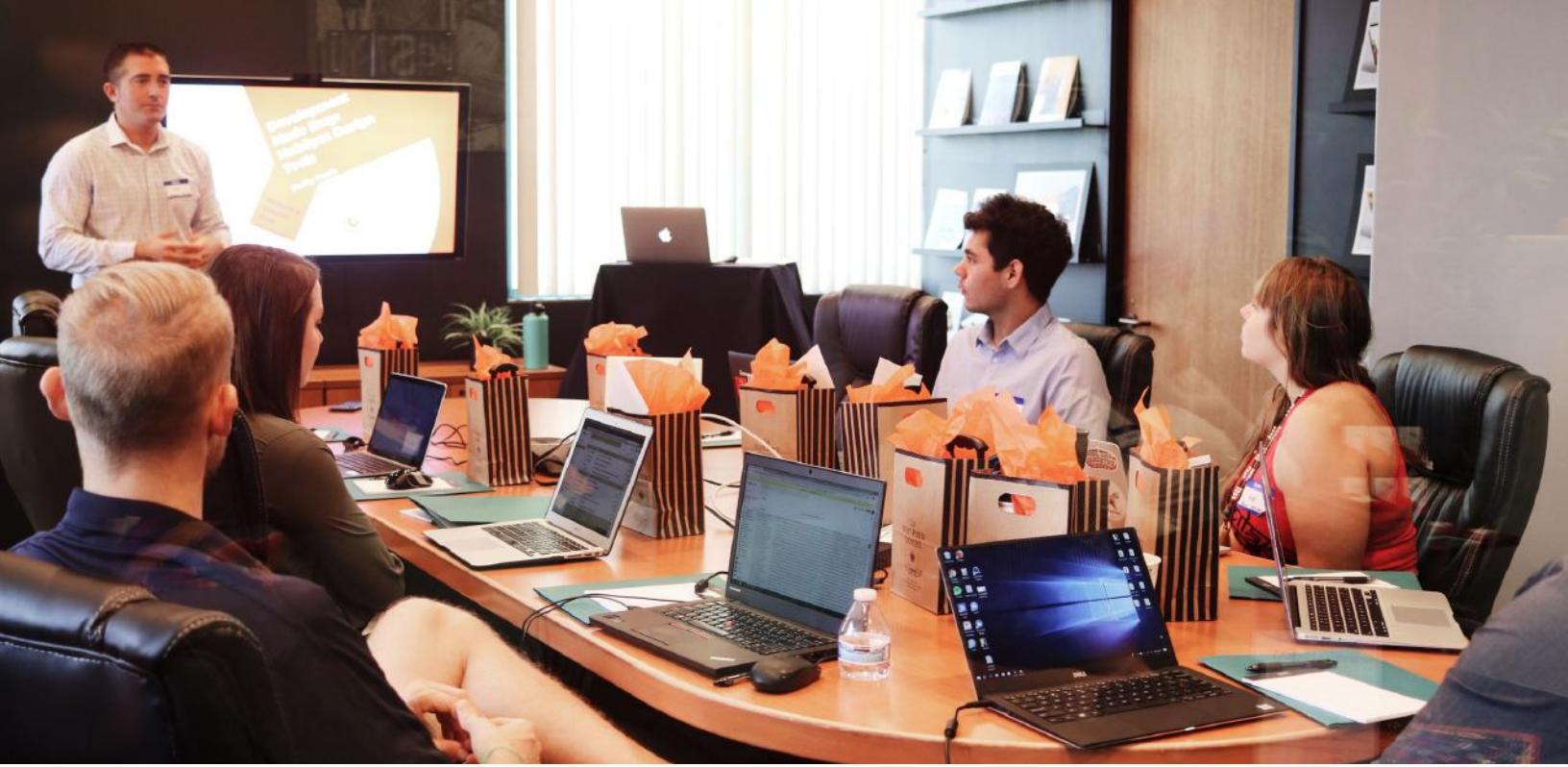
Lead Generation & Data Management

Task	Description	Metrics	Owner	Due Date
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Networking

Task	Description	Metrics	Owner	Due Date
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Presentations & Speaking Engagements

Task	Description	Metrics	Owner	Due Date
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Marketing Basics

Task	Description	Metrics	Owner	Due Date
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Website & Social Media

Task	Description	Metrics	Owner	Due Date
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Contact Us

A PREMIER DIGITAL MARKETING AGENCY



Devine Solutions Group delivers transformational digital marketing and business development services to business owners and entrepreneurs so that they can gain the financial independence they require and the work-life balance they deserve.

Call us today for a **FREE** consultation.

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