

# Marketing Plan



## **OVERVIEW:**

Marketing is integrated with all other business processes, from the Corporate Values to HR Policies to the types of office chairs.

Initially, the Chief Marketing Officer concentrates on Service Provider (SP) development.

## **Marketing is active in:**

### Social Marketing

Social Media, Events, Consumer Advocacy

### Press Presence

Press Releases, Controversies, Interviews

### Advertising

AdSense, Re-Marketing, AdWords: AdWords/Bing puts us directly in front of Clients at the precise moment they have the pain ClientPlaza solves.

### Partnerships

Professional Associations, Business Organizations

### Community

Website space (think: ClientPlaza subReddit, Facebook page), ClientPlaza blog, relationships with bloggers, relationships with social influencers (think: mommy groups), consumer/professional advocacy groups, and special interest groups

## **HIGH-LEVEL PLAN ITEMS:**

- 1) Hire: Chief Marketing Officer, who will develop a team to:
- 2) Establish Sales Function (outbound, targeting Service Providers)
  - a. Refine Existing Processes
  - b. Develop Staff
  - c. Secure Infrastructure & Equipment
- 3) Perform Sales, Social Media, and Press Functions
- 4) Review ClientPlaza Brand Strategy
- 5) Review Pricing Strategy
- 6) Review Target Market Strategy – Order of Mini-Market Penetration
- 7) Further develop existing digital collateral
- 8) Place advertising
  - a. Google AdWords, Bing – targeted to precise Mini-Markets
    - i. Reason: Puts ClientPlaza in front of Clients at the precise moment they have the pain ClientPlaza solves
  - b. Site Targeted
- 9) Design and source hard collateral
- 10) Contribute to ongoing development of ClientPlaza.com
  - a. Development of ClientPlaza mobile Application
  - b. Continuing development of desktop site
- 11) Hire: Head of Social Media
- 12) Hire: People Connectors (Social Media Content Writers)

**See Marketing Budget Overview for these items mapped to the Marketing Budget.**

