**PMSi Services and Products Marketing Plan**

**PMSi** provides calibration services and sells measurement products to various industries, including manufacturing, quality control, and research institutions. This marketing plan aims to increase brand awareness, generate leads, and drive sales through a multi-channel approach.

**Services**

1. **Calibration Services**:
   * **Description**: Our calibration services ensure that measurement instruments are accurate and reliable, meeting industry standards and regulations.
   * **Benefits**: Reduced errors, improved productivity, and increased customer satisfaction.
   * **Target Industries**: Manufacturing, quality control, and research institutions.
   * **Service Offerings**:
     + **Instrument Calibration**: Calibration of pressure gauges, thermometers, and other measurement instruments.
     + **Certification**: Issuance of certification documents for calibrated instruments.
2. **Measurement Products**:
   * **Description**: Our measurement products provide precision and accuracy in various industries.
   * **Benefits**: Improved measurement accuracy, increased productivity, and reduced costs.
   * **Target Industries**: Manufacturing, quality control, and research institutions.
   * **Product Offerings**:
     + **List of our products right here such as**
     + **Pressure Gauge**
     + **Other instruments**
     + **…**

**Marketing Objectives**

* Increase brand awareness
* Boost sales

**Content Marketing**

1. **Blog**: Publish 2 articles per month on industry trends, product applications, and best practices
   * **Example Topics**:
     + "The Importance of Calibration in Quality Control"
     + "Choosing the Right Pressure Gauge for You"
2. **Video**: Create 1 video per quarter showcasing product features
   * **Example Video**:
     + "How to Calibrate a Pressure Gauge"
3. **Whitepapers**: Publish 1 whitepaper per quarter on industry topics and product applications
   * **Example Whitepapers**:
     + "The Benefits of Calibration in Manufacturing"
     + "Selecting the Right Measurement Product"

**Platforms:**

1. **Facebook**:
   * Create a business page and post regularly (at least 2 times a week)
   * Share a mix of promotional, educational, and entertaining content
     + We can also use other videos by sharing them into our page, the idea is to get them to know what are we doing, and what are we selling.
     + We can also share our posts in our other social media accounts.
   * Use Facebook Ads to reach a wider audience (optional)
2. **TikTok**:
   * Create short, engaging videos (15-60 seconds) showcasing products or services
   * Use hashtags and participate in challenges to increase visibility
   * Use TikTok Ads to reach a wider audience (optional)
3. **Instagram**:
   * Create a business account and post high-quality visuals (at least 2 times a week)
     + This is basically the same as Facebook, we post here what we post in Facebook, even if they are the same, the difference is our audience, there are some users/clients that only uses IG and vice versa.
   * Share a mix of promotional, educational, and entertaining content
   * Use Instagram Stories and Reels to engage with followers
4. **Twitter/X**:
   * Create a business account and post regularly (at least 2 times a week)
   * Share bite-sized updates, news, and promotions
   * Use hashtags and participate in conversations to increase visibility

**By doing this we increase our:**

* Website traffic
* Social media engagement
* Leads
* Brand awareness

**Action Plan:**

1. **Create and publish high-quality content**: Regularly create and publish high-quality content across multiple platforms
2. **Promote content**: Promote content through social media, email marketing, and other channels
3. **Monitor and adjust**: Monitor and adjust content strategy as needed to achieve goals

**Digital Marketing**

**SEO**: Optimize website and content for search engines, targeting relevant keywords

* + **Example Keywords**:
    - "calibration services"
    - "measurement products"
    - "pressure gauges"

**The application of this marketing plan applies to:**

* Services
* Products
  1. Brand New
  2. Second Hand

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