

**\*\* PLEASE NOTE: TO PROTECT CLIENT ANONYMITY THE NAME OF THE BUSINESS HAS BEEN BLACKED OUT.**

### *Marketing Plan Excerpt*

## **Social Media**

Reaching the target customer and market is crucial. Luckily, the consumer has become so dynamic in his or her information search and communication that he or she can be reached on a variety of different platforms hosted on the internet. Since creating social media platforms is an inexpensive, yet very effective, form of promotion and communication, it would be immensely beneficial to create and use multiple platforms where content is continuously uploaded and managed daily. Below is a link to an excel spreadsheet that lists the social media platforms found to be the most effective and useful, as well as the best, peak, and worst times to post on each platform. The aim of the spreadsheet is to ensure that the content posted attains the highest level of viewership daily.

### [Social Media Information](#)

Acknowledging that maintaining multiple platforms can be overwhelming, we recommend using Hootsuite to help manage each platform and minimize stress and disorganization. Hootsuite is an online social media scheduling platform that works to simultaneously manage every social media platform being used. This platform connects with over 35 popular social networks. Hootsuite allows its users to easily schedule and save a message or post for future dates and times, gives feedback on how well each social media post or message is being received, protects your private information on its secure site, and has an easy to use app that allows you to manage your sites on the go. Below is the link to Hootsuite.

<https://hootsuite.com/>

## **Email Newsletter**

Another option to be considered as an easy and inexpensive marketing tool is newsletters. Newsletters are beneficial due to the fact that they can quickly and privately reach your market. Whether you would like to email a newsletter daily, weekly, biweekly, or monthly, it provides updates, coupons, promotions, personalized messages, and general information for potential and existing clients. In order to organize your emails and newsletters into an easy-to-use manner, we recommend using Constant Contact as your platform to send professional newsletters that can automatically be sent at the right time. Constant Contact makes it easy to manage your contact list and track your success in real time. Below is the link to Constant Contact.

## **Promotional Products**

The introduction of promotional products can benefit both the client and the business. Through offering promotional products with the [REDACTED] logo displayed prominently on them at the conclusion of every session, the client will walk away with a little pleasant reminder of her experience that will reaffirm her satisfaction with the overall session.

Although being a simple keepsake for the client, these promotional products also double as advertisement tools. Whenever the client uses the product, the [REDACTED] logo will be apparent to all those around her. This brand exposure allows for the possibility of attaining new potential customers as others may be sparked with curiosity when viewing the logo and wish to learn more about the company and what it specializes in.

With this in mind, it would be beneficial to offer these promotional products to partner businesses in addition to clients. By having promotional products at partner businesses, [REDACTED] will receive attention from a new market full of potential new customers. Such exposure through these partner businesses should foster new clientele as well as increased brand recognition.

Below is a list of suggested items that could be used as promotional products:

- Nail polish, candles, soap, makeup bag, lip balm, photo keychain, nail file, and lotion

## **Partnerships**

To craft and sustain successful partnerships, the relationship between partners must be valued and maintained long-term. Quality relationships must be formed between the two businesses to ensure the continuation of joint incentives that foster company growth for each party. Luckily, [REDACTED] has numerous options in regards to partnering with local and regional businesses, and below is a chart that lists those opportunities. Partnering with these businesses offers the chance to expand [REDACTED]'s market, clientele, and brand image, while also assisting other small businesses in the process. The relationship is mutually beneficial if maintained correctly. To assist in maintaining these partnerships, below is a list of ways to form and sustain quality business relations between companies:

- Endorsing the other business through social media, email, and conversation with customers. For example, including them in a social media post, updating on the other

business, or discussing and suggesting to customers the opportunities the other business offers to its customers.

- Creating a co-branded advertisement for the newspaper, magazines, etc.
- Sending customers joint promotional postcards or emails to incentivize purchasing items.
- Running a contest with prizes for all partners involved. For example, having a raffle where the winner would receive a discounted photo shoot, a \$50 gift certificate to a lingerie store, and a free massage at a spa.
- Setting up displays with samples of products or services in each other's location.
- Include promotions and discounts for partnering business on invoices or providing them with a customer's purchase.
- Share a booth at a trade show, business expo, or other event to promote both businesses at once while saving on expenses.