



Brandon Hammond

Marketing Plan – Hammond Designs

In order to market my site well, I will have to make myself known, have a brand that's memorable, and make sure that people can find me. To accomplish this, I plan on making efforts on as many fronts as I can without breaking the bank. Here are the areas that I want to begin focusing on:

- Social Media: I'm not very active on social media for many different reasons, but if I'm going to succeed on this platform, I've got to start. I already create a lot of content for my wife, and I want to start creating helpful posts and content that cause people to think about their own brand and website. I mainly want to focus on Facebook and Instagram, first. Since photography is one of my skills that I'm offering, I need to get active on Instagram. With Facebook, I already have a lot of personal connections to local business owners and entrepreneurs who could benefit from my services. I don't intend to start with Facebook Ads until I can build up a small clientele base.
- Email Marketing: "If you're looking for a tried-and-tested method of promoting directly to your customers, then email marketing is a great option." (Ghiam). I am intending to get a lot of traction in this area. My plan is to reach out to local businesses and offer them a free website consultation if they already have one, or to go out to lunch and pitch what I can offer to them. My initial plan is to target brokerages, of which there are many in my area. If I can establish a good reputation and presence with the smaller businesses, then I can catch the eye of their competitors and the larger businesses. I really want to include an infographic in my emails, showing them how important their web presence is and how effective a digital marketing strategy can be. This will cost me nothing. I could use my Gmail account for all of this, but I've already got a professional email with my website, so the cost incurred here was my initial investment of \$150 for the hosting and email for 4 years.
- Business Card: People still use business cards! If I manage to land some face-to-face meetings with potential clients, I want them to remember who I am. My initial thought is to create paper business cards with a midsection shot and no face and telling people that I was too tall to get my head in the business card. I think this will be a humorous and friendly way to stay at the top of their mind. I also want to look into a QR code, or a more modern approach of being able to transfer my contact info through a device. I can get business cards with a QR code on them from Vistaprint at 500 cards for \$26.00. This kills two birds with one stone. I can start with a free digital business card from Popl and

purchase a baseline card for \$4.99 or a custom card for \$29.99. This will all be an integral part of my interactions with people.

- Content Marketing: “Whether it’s a printable PDF guide or a tutorial series on YouTube, focus on adding value for your audience. You’ll then start seeing the magic of word of mouth at work.” (Makosiewicz). After I get some roots planted with other marketing tools, I want to start creating content on YouTube. Initially, it will be helpful How To videos for web development. I want to start a few different series: one on frontend development, one on backend development, one on real estate photography, etc. Ultimately, the goal is to build a resource for creative minded people to come and learn different techniques to do things. I don’t plan on any monetization, but if it takes off and gains a lot of following, I’m not at all against it. I just want to show people that I’m here to help them, whether that’s through my services, or just a quick helpful How To video. Luckily the costs for creating YouTube content are already covered through my wife’s business. She’s already written off a lot of equipment and software costs, which I could also do if I needed to upgrade anything.

My website is meant to appeal to small businesses, mainly real estate brokers, who need help with their digital marketing efforts and don’t have a solid presence on the web. The look and feel of the site will be professional and very custom, so that the client feels like I can offer them a uniqueness that other companies don’t have in their market. Also, they will see that I have a wider skillset than most companies do. Not only will they be able to get websites done, but photography, social media content, videography, and brand identity services will also be offered.

Facebook and Google both have tools for measuring the reach and clicks on advertisements. There are also quite a few tools that measure the efficacy of email marketing, which I plan to leverage. I haven’t picked out one just yet but am still doing research on which one will work best for my budget and situation. I will also be keeping track of the people that I give business cards to (digital or print) in order to maintain a relationship with them and keep good follow-through.

Works Cited

Ghiam, Omid. "10 Effective Ways to Promote Your Website in 2023: Webflow Blog." Webflow, 7 June 2023, webflow.com/blog/how-to-promote-your-website.

Makosiewicz, Mateusz. "15 Easy (and Free) Ways to Promote Your Website." *SEO Blog by Ahrefs*, 16 May 2023, ahrefs.com/blog/how-to-promote-your-website/.