Marketing plan for: Ready Tech Services

Based on your assessment, your company exhibits characteristics seen in Practical marketing. Please review recommendations for thought starters and best practice examples.

Generated by Microsoft

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Your company

|  |  |
| --- | --- |
| Annual revenue | $$250,000 |
| Expected growth rate | 10% |
| Number of employees | 1 - 20 |
| In-house marketing employees | 0 |
| Products and serviced offered | IP Services Managed Services Reseller |
| % of revenue back to Marketing this year | 5-10% |

Your customer and market

|  |  |
| --- | --- |
| Customer segment | SMB |
| Industry and vertical focus | One vertical |
| Role/titles you work with in a company | IT |
| Buying decision influencers | Business Decision Maker Technical Decision Maker |

Your strategy and go-to-market (Campaign specific)

|  |  |
| --- | --- |
| Focus solution/service for campaign | Security and Compliance |
| Customer target (new, existing or both) | New |
| Top five benefits on this solution to a customer | Monitor controls and triage issues within the control context |
| Differentation from competitors | Focus on efficiency within the context of compliance and past performance |
| Pain points you want to solve with this campaign | Difficulty and time consuming compliance activity and reduced efficiency |
| Standard selling method for this solution/service | In-person |
| Marketing methods you've used for this solution/service in the past year | Microsoft Referrals |

Budget and timeline specific to campaign

|  |  |
| --- | --- |
| Sales goals for this campaign | Increase Sales Revenue Increase Market Share Increase # of seats |
| Marketing goals | Increase # of leads Increase Net New Customers |
| Total revenue goal for this solution/service for campaign | $250,000 |
| Average sales revenue (deal size) for this service/solution | $1,200 |
| Percentage of sales closed from one sales presentation | 10% |
| Number of leads to get to one sales presentation | 5 |
| Campaign budget | 1,098 |
| Timing of campaign | Jan-Mar |

Campaign prospect target

|  |  |
| --- | --- |
| Number of closed leads to reach revenue goal | 208 |
| Number of sales presentations needed | 1040 |
| Total number of prospects needed | 10400 |

Recommendations to consider

Recommendations for Practical Marketing

Learn to tell your story

|  |  |  |
| --- | --- | --- |
| Leverage customer journey thinking to underpin your sales and marketing activity. | ☐ I have read |  |
| Build a customer value proposition that highlights the customer problems you are trying to solve. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=232454D6-CD8B-419F-A625-E8634CB868FE) |
| Differentiate your services from the competition. Highlight key industries and verticals. | ☐ I have read |  |

Get basic marketing tools in place

|  |  |  |
| --- | --- | --- |
| Speak to customer needs and outcomes with storytelling. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=939C5D99-B807-4178-84DC-A1B059F2C59A) |
| Produce relevant, accessible and timely content focused on the customer journey. | ☐ I have read |  |
| Educate your customers with web content, demos, and marketing material from Microsoft's partner marketing center. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=D632EC42-5459-4FAA-9F10-EEC2C8E6CEE0) |
| Formalize your customer training, support and engagement practices to market your customer success. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=A03322BB-5082-49C1-B1A4-DB424DB8E6AE) |
| Use an email marketing provider or do it yourself with content from Partner Marketing Center. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=D1818539-D994-4AF6-948C-723C48E02EE6) |

Build up your engaging content

|  |  |  |
| --- | --- | --- |
| Your content should be differentiated, focused on the customer journey, relevant, accessible and timely. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=5DB66FE9-22D9-4272-9FE0-3F5BF206E83D) |
| Create an easy to use website that focuses on customer pains and the ways you solve them. | ☐ I have watched | [Watch Video](http://partnermarketingplan.microsoft.com/?vid=A24A8706-754B-4F28-A7BF-D2273BE00330) |
| Leverage your MVPs, subject matter experts in sales, services and support to contribute to blogs and social media. | ☐ I have read | http:/partnermarketingplan.microsoft.com/~/media/microsoft-partner-assessment-tool/pdf/demystifying-social-media-and-blogging--final.pdf |