Tero Ala-Hulkko

Corporate Communication plan  
ltd StartABusiness unlimited

**Goals**

* Generate 20% more leads with small businesses.
* Increase social media following by 20% on Instagram, Twitter and TikTok.
* Increase marketing return on investment by 15%
* Increase employee retention by 50%.

**Processes**

Sales efforts are to be focused on increasing small business leads. We must use existing marketing research to identify small business needs of today. Using what we learn we must tailor a package that appeals to small businesses. Outreach is to be done to contacts withing businesses and results need to be carefully documented. Based on observations, changes to outreach can be made.

Social media following must be increased. We need to develop a content plan for short-form videos for TikTok, appealing images for Instagram and make use of Twitter’s features like polls. We need to strive for repeatable high-quality content and make use of social media management tools to schedule posts. Our strategies success rate needs to be tracked carefully by observing engagement such as likes, comments and people sharing the posts. Paid advertisements can be used frugally.

Marketing returns need to improve. Our first step is to audit our previous marketing campaigns and see what works and what doesn’t. We hope to find a cost-efficient strategy that can be utilized repeatedly. We need pay special attention on how to target our customers. Pilot campaigns can be launched to test new marketing channels.

Our team is very small and cannot afford to lose our best experts. As such, employee retention needs to be dramatically increased. We are a small company so personalized approach will be taken. All employees will be summoned to a 1 on 1 chat with their supervisor to get ahead of any issues that may exist. Especially concessions that benefit the company can be made freely. These include career development within the company, developing professional skills and team building exercises.

**Targets**

Our business works in the field of helping businesses in their lifecycle before and after establishment. Sales efforts should target small businesses that have recently been established. Additional efforts can be made in events such as expos around college campuses.

Social media content should appeal to younger and middle-aged generations. Further investigation must be made to gain more information about our followers’ sex, cultural backgrounds, and financial situation.

Marketing targets need to be analysed and identified using existing data. We must avoid oversaturated segments of the market.

Employee retention should target our best experts first and prospects second. We must identify high performers by observing KPI’s.

**Key messages**

Key message for sales outreach is that we can help bring value to young companies. We do this by helping them create efficient ways of working that reduces waste. We must show them our proven track record of making difficult and tedious tasks easy and painless.

In our social media platforms, we must come off as approachable, warm and above all knowledgeable.

Marketing needs to be able to attract people who are struggling with tasks that every business owner needs to do. When a business owner spends another long evening on a Friday filling government form, we need them to be thinking of how WE could be making his life much easier.

Our employees need to feel like the company’s success is tied to their success. They must know that spending the extra effort will not only make the company more successful, but them as well. They must also get a feeling that they are not only another number, but a part of the team that we want to hold on to.

**Channel strategy**

We must utilize several techniques to increase sales. Direct outreach must be made to potential customers, phone calls should be preferred. Sales team should plan for attending upcoming events and expos. Use of personal networks and partnerships is highly recommended to find new leads.

Our social media presence should make use of the best suited mediums for each platform. Post on Instagram should be made at least 3 times a week, a new TikTok video should be posted weekly and on Twitter we must increase our presence by commenting on posts made by other people as well as reusing our Instagram and TikTok material.

Marketing needs to plan a new emailing list that can be subscribed to. Offers and news should be sent to our followers once per month. Additional channels that must be utilized are social media - and search engine advertising.

The importance of our employees should be conveyed through our office break rook. Higher ups need to start having coffee and conversations with our staff in the break room. Additionally, our higher ups will visit the workstation of each employee at least once every 2 months to get to know them and their work.

**Measuring objectives and progress**

Sales team’s success will be measured by implementing a system that shows rate of new leads. A new lead will add 1 point to the Excel tracking sales activity. For each point, a salesperson needs to add metadata, including time, effort spent on the lead in hours and method of obtaining the lead.

Before the new effort of increasing social media presence, metrics of our posts currently will be saved. The development of likes, sharing and comments will be followed to keep track of progress.

Marketing ROI will be measured by the amount of sales made through our online channels versus the investment made. If expensive marketing schemes do not return the sales activity required, they must be immediately altered to avoid further losses.

Final measurement of employee retention goals will be measured at the end of the year. Before then, efforts will be measured in perceived employee happiness. Higher ups are to track positive and negative interactions with employees and the mood of the break room in general.