

# Three Year Plan Proposal

## Analytics Analyst Project

# About our client....

Our client is Sharon Bonner Consulting which is an award-winning event consulting company. Sharon Bonner Consulting which is rooted in British Columbia has satisfied clients all over Canada and they are actively providing consultation in the field of event management. They are the leading Event Consulting company in Canada with more than 100 satisfied clients within the first few months of launching the company.

Their parent company Bright Ideas events have 30 years of experience in the event production and management. With the handsome amount of expertise in the field they are stepping to the Event consulting field to offer services like **Event Consulting, Design Expertise, Event ROI, Budget Optimization, Marketing Strategy and Event Documents etc.** An Event Consultant comes to help when the customers **lack Event Experience, Event staff, Time, and when they have limited Budget.**

## Three-year plan

The three-year plan proposed for our client **Sharon Bonner consulting** includes the plan for improving the digital contents of the company in the next 3 years by using different digital marketing strategies and also by updating all the social media contents and pages in to fast and latest technologies.

In the next 3 years we have to primarily focus on establishing in the market. We have to give primary focus on reaching out to all the users in the digital media. To gather digital world attention we need to improve the quality and efficiency of the company website, the LinkedIn Account and the Instagram Page as these are the most famous ways of getting the attention of the clients.

# Redeveloping Website

- Using the same design or another updated latest UX design to develop a new website.
- Instead of WordPress use MEAN or MERN stack to develop the website so that it can be faster, and we can create more user experience.
- Include a chat bot in the website through which user can chat and get relevant information. This can be used to make user understand what the company is doing i.e., we can convey the difference between event consulting and event production.
- Include a popup form where user can book an appointment or get the newsletter.  
  
We can collect data of all users through this form which can be used for future analysis.
- Include an online appointment booking page where client can book appointment with the experts in the company .

## Social Media Campaigns

**Execute more and more social media campaigns to establish the client base and user engagement by considering the following points.**

- The platforms with the highest engagement are where most of your core audience can be found. Enhance this campaign and post count to get even better results. If you're investing more in your Facebook posts and strategy, but engagement is less important than Instagram, Twitter, or YouTube, it may be time to rethink which platform you prioritize.
- Change your strategy and adjust your actions and budgets to balance your social media campaign investment and results.
- If your engagement isn't as good as your competitors, look at what they're doing and try to define clear, actionable insights for your social media analytics. See if your cross-channel performance is any different than your competitors. Sometimes one platform is more attractive than another, sometimes it has to do with strategy. Apply and test some conclusions based on your top results on your competitors' pages.

# Digital Marketing Strategies

Execute different digital marketing strategies and find out which one is more effective and less expensive for the company and focus on it more.

The different strategies include,

- Search Engine Marketing
- Local Search Marketing
- Content Marketing
- Remarketing
- Email Marketing
- Influencer Marketing
- Marketing Automation
- Landing Pages