Five 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 allover 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.**

Five-year plan

The five-year plan proposed for our client **Sharon Bonner consulting** includes the plan for improving the client base of the company in the next 5 years by using different digital marketing strategies and data analysis techniques.

In the next 5 years we must primarily focus on getting a good client base for the company. We must give primary focus on reaching out to the users who can be converted as our clients for the future. To get such a cluster of uses for our marketing , we have to implement the market segmentation in here. It is a marketing phrase that describes grouping potential users into groups or segments that share demands and have comparable responses to marketing actions. Also we have to create a marketing pipeline where we will be marketing about the company to our particular cluster of users with a regular strategic plan.

Market Segmentation

- In the long 5 year of Sharon Bonner consulting we will collect data of many users and we will have a lot of clients data also.

- In this data, we have to try different market segmentation methods like Demographic, firmographic and behavioral segmentation to find out our particular cluster for marketing.

- For Segmentation we can use methods like **k-means cluster analysis** and **latent class analysis.**

- After analysis we will get a particular user cluster in which we can organize more marketing methods and campaigns which will make it more efficient and less expensive as the sample space is less.

- Even while marketing on our segmented cluster we also need to market a little as a whole also so that we have enough data for next segmentation after some months or years.

- Continue this procedure all along the Journey of Sharon Bonner Consulting .

Marketing Funnel

➢ **Implement a proper digital marketing Funnel for the cluster of users that we found using market segmentation and convert them all to customers.**

For Example, our SEO keyword analysis funnel will be like this

➢ We've done keyword research and have identified a handful of keywords.

➢ We create incredible landing pages and social media contents that ranks for these keywords and provides value to your users.

➢ You have well-placed form throughout the content with a free consulting for the first time.

➢ When a user subscribes you have an automated email sequence that delivers your free consulting form, plus a regular email series.

➢ At the end of this series, you have a newsletter subscriber-only discount for the next consulting.

➢ After a user becomes a newsletter subscriber of the company, you have another automated sequence that helps customers understand different types of events and other themes for the events.

Digital Marketing Strategies

Execute different digital marketing strategies inside the Marketing Pipeline to Make it more efficient

The different strategies include,

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