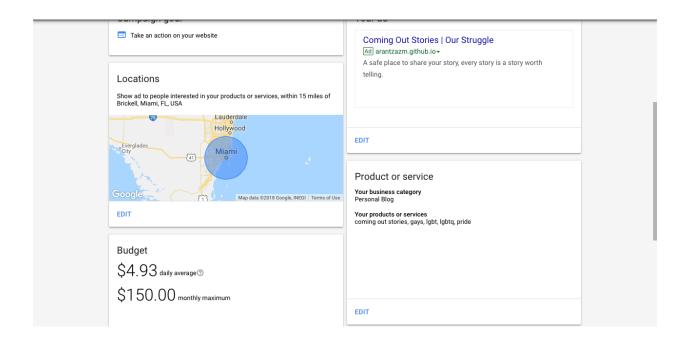
Online Marketing & SEO Plan

Our Struggle's 12-Month Marketing Plan			
MISSION:	This project is called Our Struggle because this project is about the coming out stories of different people from different backgrounds and as a society, it is a struggle we all have .		
STRATEGY:	marketing plan		
INITIATIVE 1: Build Brand Awareness	<u>Measured by:</u> Clickthrough Rate (%)	<u>Goal:</u> 100 Per month	Stretch Goal: 50
INITIATIVE 2: Close Deals	<u>Measured by:</u> Impressions	<u>Goal:</u> 200 Per month	Stretch Goal:
INITIATIVE 3: Create a High-Quality Pipeline	<u>Measured by:</u> Subscribers	<u>Goal:</u> 20 Per month	Stretch Goal:
OMISSIONS:	Create Content – Differentiate Brand From Competitors – Increase Traffic		

How will we Target the audience?

- Use of Keywords like (lgbt,lgbtq,pride,gay,allies,diversity)
- Create an Instagram account that will link to the blog
- Reach to people that might be interested in sharing their story
- Engage in link building
- Ask for email addresses
- Monitor traffic that comes into the blog
- Local search marketing
- Tailor marketing to customers
- Conduct surveys to see what they think about the idea
- Hosts contests on Instagram that interact with the blog

Google Adwords



Google Analytics (also added in the HTML)

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-113467773-2"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
gtag('config', 'UA-113467773-2');
```