

## 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	<u>Stretch Goal:</u> <hr/> 50
INITIATIVE 2: Close Deals	<u>Measured by:</u> Impressions	<u>Goal:</u> 200 Per month	<u>Stretch Goal:</u> <hr/> 80
INITIATIVE 3: Create a High-Quality Pipeline	<u>Measured by:</u> Subscribers	<u>Goal:</u> 20 Per month	<u>Stretch Goal:</u> <hr/> 5
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

Take an action on your website

### Locations

Show ad to people interested in your products or services, within 15 miles of Brickell, Miami, FL, USA

Google

Map data ©2018 Google, INEGI Terms of Use

[EDIT](#)

### Budget

\$4.93 daily average

\$150.00 monthly maximum

### Coming Out Stories | Our Struggle

[arantzazm.github.io](#)

A safe place to share your story, every story is a story worth telling.

[EDIT](#)

### Product or service

**Your business category**  
Personal Blog

**Your products or services**  
coming out stories, gays, lgbt, lgbtq, pride

[EDIT](#)

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');

```