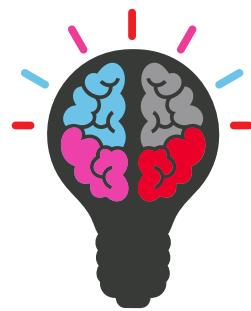


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# Visionary Creatives

## MARKETING PLAN 2021

MARKETING, SEO, AND ANALYTICS

PRESENTED BY: CHRISTOPHER HITCHCOCK  
VISIONARY CREATIVES  
LAS VEGAS, NEVADA

## MARKETING PLAN 2021

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### PLAN OVERVIEW

<b>Practice:</b>	<b>Name</b>
<b>Name of Campaign:</b>	Marketing Plan

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### OBJECTIVE

In this plan, we will identify the target audience for Visionary Creatives in the 2021 year. We will identify the usage of various methods that should appeal to this audience both digitally as well as non-digital. There will be additional information on how we plan to measure this success.

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### TARGET MARKET

#### PRODUCT DEMOGRAPHICS

The core products that Visionary Creatives intends to represent are in three categories.

- The first being multiple page websites including ecommerce. Preference will be given to SPA's (single page applications) versus sites of static nature or WordPress. The site will touch a bit on both of the aforementioned but will not be the primary focus.
- The next product offering will be application development. This will be about the same focus as the SPA's as our offering will intend to focus most on those two products.
- The final offering will be design. I do not intend to spend a great deal of resources on this nor do I want it to be a primary focus. I do however want to ensure clients that if they need additional things of this nature, we can handle it.

#### TARGET CONTACT DEMOGRAPHICS

The target demographic for Visionary creatives in the 2021 year will be existing small business owners with limited technical understanding. In this demographic we will typically find clients who need someone to take over the project and need new services provided, or a facelift to their existing.

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### MESSAGE SUMMARY

We will target small business owners with limited technological understanding with a primary focus on application and multi-page websites.

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### CALL TO ACTION

#### WHAT IS THE DESIRED OUTCOME?

The desired outcome for a client would be a contact to the company. This will be the most effective as it is difficult to have a one size fits all price for purchases without knowing the needs of each company

## WHAT IS THE PULL-THROUGH OFFER?

- SEO – this will be gone into in further detail in the SEO plan
- Approach existing clients with additional opportunities to expand their web capabilities or offer app building product which could suit needs. Boyarsky (Boyarsky, 2021) outlines the effectiveness of this as trust is already there.
- Offer free knowledge via blog to those who are interested. According to John Jantsch (Jantsch, 2021) education on buying is the absolute key to working with small business owners. He says they buy value more often than price. Education helps them see wherein they receive value.
- Set up local company pages on Yelp, Google businesses, and Facebook. (Boyarsky, 2021). This will help with local searches and garner review potential which is powerful for trust.
- Set up email marketing strategy. (Boyarsky, 2021) To help both drive traffic to my site, I will have a subscribe feature that will either go out monthly or weekly, outlining new blog posts.
- Utilize social media. I intend to also post either snippets or links to blog posts on social media as well. Facebook, Twitter, and Instagram will be the main social media used.

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## OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

### METRICS AND EXPECTATIONS

- Google and Bing analytics will be integrated into the head of each page for the Next app. (“Set up Google Analytics”, 2021) (“Getting Started Checklist”, 2021). This will help track everything from the source of the incoming user, to time on page, to where they click most often, and where I tend to lose users.
- I will be using Mailchimp or similar for the email marketing. These have their own insights or analytics built into the emails. This will help track what emails are actually opened, when they actually turn into a website or blog conversion, and if the emails are even making it to the inbox.
- My web form will also have an optional spot to fill out where a potential client heard about Visionary Creatives. This will help to identify which avenues tend to be my most useful. If this isn’t filled out, I will ask when I first speak to them if they mind mentioning where they heard from me.

## REFERENCES

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