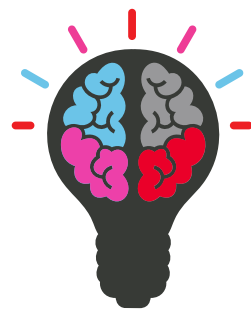# Visionary Creatives

MARKETING PLAN 2021

MARKETING, SEO, AND ANALYTICS

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MARKETING PLAN 2021

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Marketing Plan

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.

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.

MESSAGE SUMMARY

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

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. (Boyarsk, 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.

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.

ANALYTICS PLAN

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Analytic Plan

OBJECTIVE

In this plan we will explore what metrics will be important to measure for Visionary's website, as well as some of the tools that will help make this possible. We will go over which tools will measure which specific metrics and how those being implemented will help give us necessary information to reach our target audience.

METRICS

The following metrics will be used to track effective conversion and site structure.

- Page views
  - Page time
  - Click through rate
  - Bounce rate
  - Exit rate
- Outbound clicks
- Track inbound Social Media Links
- Email conversion
  - Opened
  - Clicked

TOOLS

The following tools will be used to track the metrics of the website

- Google Analytics
- Bing Webmaster Tools
- Mailchimp Insights
- reportWebVitals
- Lighthouse

GOOGLE ANALYTICS & BING WEBMASTER TOOLS ("SET UP GOOGLE ANALYTICS", 2021) ("GETTING STARTED CHECKLIST", 2021)

According to John Bonini (Bonini, 2021) the most tracked analytics across websites are visits, unique users, average time on page, bounce rate, entrances, and exits. We will be using Google and Bing's data tracking for a couple of these as seen below.

- Page Views
  - We will track time on page to help see which pages get the most views and keep users' attention
  - Click through rate will be utilized to help show which routes users typically take through the site and which are underperforming
  - Bounce rate helps us measure users that come to the site and take no additional actions. This helps us see where information does not seem valuable
  - Exit rate goes somewhat hand in hand with page time but will allow us to see how long a user actually stays before leaving.
- Outbound clicks will track which links are being used the most to visit other sites. This will also help us determine what resources should be included on the site to help keep users, or where potential partnerships could come into play which offers additional resources for marketing potential and SEO backlinks which will be further explored in the SEO section.
- Inbound links from social media – Google offers a trackable link from their URL builder which works as part of Google analytics. (Dyer, 2010) This will help track which social media platforms are performing the best and offering the website as a useful resource.

MAILCHIMP INSIGHTS (TURN INSIGHTS INTO SMARTER MARKETING, 2021)

Mailchimp's insights platform will help track email conversion on our subscribers

- Opened insight will show the response rate of users' opening actual emails. This can be further expanded by their a/b testing allowing for test of certain subject lines to help with this.
- Clicked insight will help determine content quality which leads to subscribers' click through rate onto the website. This can also be expanded with the a/b testing to test content.

REPORTWEBVITALS AND LIGHTHOUSE (WALTON, 2020)

Web vitals and lighthouse both work to measure performance of applications. As these are both important parts of SEO they will both be tracked in this application. Both of these offer valuable insights such as content painting, first render, delay and many others. I have worked with both in the past to accomplish these. Lighthouse also offers valuable insight into accessibility which is becoming more and more important.

SEO PLAN

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	SEO Plan

OBJECTIVE

In this plan we will outline the plan to move forward with effective SEO implementation on the Visionary Creatives website. We will explore the important aspects of this in various details such as optimization, keywords, and performance.

STRATEGY

According to Dean, (Dean, 2021) an effective SEO strategy is multi step. Most of goes in hand with the research we were also given. We will be exploring the following

- **Keywords** – these are the words that are used to help define the content, titles, and meta for a particular page. In these we target what our typical audience is looking for
  - **Long tail keywords** – Single word keywords are highly competitive and very difficult to get into. Using more specific phrases leads to lower search volume but much less competition and typically better conversion. (Dean, 2021)
  - **Different or better** – Content should stand out (Dean, 2021) This couldn't be truer after finding hundreds of articles on how to host a React site with Heroku.
  - **Urls** – keywords in urls play a factor and in fact shorter do better (Dean, 2021)
  - **Meta** – In research long ago I learned these are not nearly as important as they once were, but still provide valuable information for a user as they go to read through a site snippet and decide whether to click on your page.
- **Optimization**
  - **Semantics** – Proper use of semantic html such as alt tags and headings are important
  - **Page Speed** – Back during the mobile first switch Google conducted, page speed became an integral part of SEO
  - **Health Check** – Errors, warnings, recommendations and overall health are a big factor for search engines in determining SEO scores (Patel, 2021)
- **Links**
  - **Hooks** – Users tend to search for specific content. When this can be determined you begin to end up with specific hooks inside your content. This helps lead to additional backlinks which are still important today in SEO. (Dean, 2021)
  - **Organic** – These are still some of the hardest to get. They come from "high authority" sites which have a very high reputation, news sites, and other well-known sites. (Patel, 2021)
- **Local Search** – As the competition is lower in local area – aiming for these becomes more of a low hanging fruit.

IMPLEMENTATION

KEYWORDS

The following keywords were selected based on the audience and intended products offering. I was unable to find specific research into what words business owners are searching when they need a new site. Instead, this is my assumption at what they would be looking for. With analytics I can further expand or edit these keywords and content as I get traffic and determine where they are coming from and what they are looking for. I picked the keywords based off low and medium competition with higher average monthly searches. All data has come from Google's Keyword plan.

Keyword	Monthly Searches	Competition
New Website	1k-10k	Medium
Digital Marketing Service	1k-10k	Low
Application Development	1k-10k	Medium
Web Design	10k-100k	Medium
Mobile App	10k-100k	Medium
Web Developer	10k-100k	Medium
Developer	10k-100k	Low
New App	1k-10k	Low

Long tail keywords

I haven't used any single word implementations. These may be further expanded in the future to include additional phrases or even location

Different or better

As I create blog posts, I intend to write about a lot of the things I have had difficulty finding. Things like hosting React sites that are not on Heroku and utilizing Sequelize with the full structure from creating the database, creating models, and generating seeds. Most of the articles I found wanted you to already have a database created, skipped the sequelizerc step, and never went into seed data. These posts will also give me access to additional long tail keywords specific to these searches

URLS

All URLs will be as short as possible while still conveying their meanings.

Meta

Based off the page content, meta descriptions will be provided. I will also be including the meta keywords mentioned above as they appear in the pages

OPTIMIZATION

This is an important part of any website as it affects many things from page speed to poor content and accessibility. All of these play a role in determining the SEO score for your page.

Semantics

Every image will have an alt tag that is properly descriptive of what is being included in the image. This will make an attempt where possible to reference a keyword. Things like proper heading usage will also be done like a page only have one h1, an h3 not appearing in a section that hasn't already included an h2, and titles being descriptive of the section and keywords they're including.

Page Speed

Every effort will be made to include only plugins that are absolutely necessary and avoid scripts with memory leaks and long. All images will be optimized to the smallest file size possible without losing quality.

Health Check

As mentioned in the analytics portion, Lightspeed will be used to find and fix warnings, errors, and suggestions that appear on the site. This will help with proper page speed and semantics

LINKS

This will become a future update as blogs are added. Social media back links typically don't count as backlinks in the way that an organic link does. As the blog portion of the site becomes more and more robust, hooks and organic links will begin to naturally happen. I will also be looking into additional usages with this such as partnering with other people in non-competing industries that may have additional capabilities that we could partner with each other on.

LOCAL SEARCH

This is another area that will be looked at for future updates. I believe the blog can be used for this, and even additional region-specific pages that could be created. One of the areas that I am hoping to work into this in the future is area specific resources for people in our industry.

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