

CLOUD FASTPATH

Marketing Plan

Our Objective

The goal of the marketing team is to provide a plan for measurable growth to Cloud FastPath.

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Table of Contents

1. Business Summary

- Company and Mission Statement
- SWOT Analysis

2. Business Initiatives

- Overarching initiatives
 - Marketing initiatives, goals, metrics

3. Target Market

- Industry Name
- Buyer Personas
- Competitive Analysis

4. Market Strategy

- Product
- Price
- Promotion
- People
- Process
- Physical Evidence

5. Budget

6. Marketing Channels

Business Summary

Our Company

CFP is a company headquartered in Boston, MA. CFP's mission is to empower every enterprise in the world to migrate their content with care, expertise, and as little end user impact as possible.

SWOT Analysis

As CFP's marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2020.

Strengths	Weaknesses	Opportunities	Threats
Cloud migration with focus in migration, analytics, content mapping, and project management. Also being a small company, adaptive to market.	Small company of less than 50 people, so resource management is difficult.	Cloud migration has major growth since more companies are switching to cloud from local servers and need assistance in that process.	Larger companies with existing cloud platforms like Google, Microsoft, Amazon can develop their own cloud migration tools.

Business Initiatives

CFP has the ambitious goal of migrating more companies to cloud servers. To help the business do that, our marketing team will pursue the following initiatives in 2020:

Blog

Description: *Over the next 12 months, we'll work on building a blog property that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month.*

Goal of initiative: *To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.*

Metrics to measure success: *50,000 organic page views per month / 10 new customers signing up for expertise service per month.*

Email Campaign

Description: *Over the next 9 months, we'll build an email campaign that provides constant information for our existing and new products to our customers.*

Goal of initiative: *To increase revenue related to promoting a new cloud migration product to help sales.*

Metrics to measure success: *5000 organic email views per month / 50 new customers signing up for new product service per month.*

Target Market

Industries

In 2020, we're targeting the following industries where we'll sell our product and reach out to customers:

Banking

This includes investments, mortgages, loans, etc.

Education

This includes higher education, vocational, online learning, etc.

Buyer Personas

Within our target markets, we've identified the following buyer personas to represent our ideal customers:

Mei, banking executive

Mei is 45 years old. She works in banking for a living and spends her free time with her husband and two kids. Ultimately, Mei wants a secure cloud migration solution for her company.

Vincent, college physics professor

Vincent is 32 years old. He works in education for a living and spends his free time volunteering and traveling. Ultimately, Vincent wants his courses to be online so he can reach more students in learning science and climate change.

Competitive Analysis

Within our target markets, we expect to compete with the following companies:

Amazon

Products we compete with: *Amazon Web Services*

Other ways we compete: *This competitor has courses that rank highly on Google for many of the same keywords we would like to write content on.*

Accenture

Products we compete with: *Cloud Migration Services and Strategy*

Other ways we compete: *This competitor has similar strategies across attracting various customers.*

Market Strategy

Product

Cloud FastPath Data Migration with automatic permission mapping, parallel loading, and post transfer reporting. Cloud FastPath plans and supports customers throughout the entire process

Price

Dependent on project. For standard service, it's a normal rate. For customizable service, cost plus incentive fee are normally contracted. For extended services, promotions can be applied.

Promotion

Promotion is done over social media, email campaigns, webinars, etc.

People

Marketing lead is primarily responsible for the strategy with assistance of other business leads.

Process

Customers can initiate with a call to see if our services align to their business needs. An ongoing service is also offered. Success is measured on successful migration of their data to the cloud.

Physical Evidence

Cases studies from USF and Intuit represent service successes.

Budget

Over the course of 2020, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software Oracle	\$20,000
Webinar hosting	\$2,000
Google Cloud Conference attending	\$500
Content Sponsorship [time period of campaign]	\$100,000
Pay-per-click (Google)	\$10,000
Total	\$132,500

Marketing Channels

Over the course of 2020, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

CFP Homepage

Purpose of channel: *Brand Awareness*

Metrics to measure success: *50,000 unique page views per month.*

Google/AWS/Microsoft

Purpose of channel: *Promoting a new product or service*

Metrics to measure success: *Getting 500 referrals into CFP services.*

Facebook/Twitter

Purpose of channel: *Gaining more social media followers*

Metrics to measure success: *Gaining 5000 followers on both platforms.*