

Marketing plan

1st Step Enterprise

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1. Market analysis

1.1 Marketing segmentation

1st Step Enterprise is focusing to selling services to other companies, so marketing is mainly directed to them. Nevertheless, we also make digital CVs for normal customers. There are two different products we offer to them: standard and high-tech.

Benefits what companies/customers are getting from our products are that we raise their brand.

Business to business marketing is implemented by going to different fairs and advertises our products there. Internet is going to be also a huge marketing channel for reach customers. We use social media like Facebook and Google AdWords to make different advertising campaigns. Also we use daily newspapers to advertising. Companies to whom we are advertising can be at any industry type, because our products are suitable to all.

Business to customer marketing is mainly going to happen in our webpage and in social media. Magazine ads have an important role too by our marketing plan to the customers.

1.2 Marketing goals

Marketing objective is to reach as many companies/customers as possible. The goal is to increase our company's income and profit.

1.3 SWOT analysis

S Value to the customer Price/Quality ratio Unique idea Marketing	W Inexperience Price/Quality ratio
O Making a trend Create a great brand	T Competitors Unique idea Customers sees our products unnecessary Making a trend

Strength:

We bring value to the customers by our digital CV solution. Our price/quality ratio is good. We offer quality product with lower price than our competitors. We spend lots of money and time for marketing to make our company well-known.

Weakness:

Because we don't have that much experience the quality can be low at first. But we can avoid this problem by hire someone with experience.

Opportunity:

Making digital CVs a trend and also create a great brand.

Threats:

If we are not able to make a trend of digital CV this could be the biggest threat. Also the competitors are threat, but we offer lower price and unique idea than them.

2. Marketing objectives

We estimate to get 126 000 € income for the first year. Our monthly estimated income will be 10 500 €. For the first three years we estimate to get 476 000€ income.

3. Marketing strategy

We have expertise on making video portfolio, documentary and product reviews for any organizations where we are presenting every segment in new and innovative way. On the other hand, in Video CV we are offering our products having nice lighting, background, clear sound quality and high definition video. We are the first, who are making this Video CV for job applicants with professional look creating a new trend.

3.1 Advertising

We decided to use newspaper ads, banner buttons to the different kinds of webpages, social media and direct-mail letter to advertise our company and services. By marketing our company this extensively we try to reach as many people as possible. Ads have to be simple and clear. We have created a company's website and Facebook page where people who are interested about our services, can get more information from there. Marketing budget is 2000€ per month what should be enough for a start. But that is something what we can expand if needed.

3.2 Target marketing

1st Step Enterprise is focusing to selling services to other companies, so marketing is mainly directed to them. The main service for companies is Company Portfolio. Nevertheless, we also do digital CVs to the normal customers. There are two different products to them: original and high-tech.

Benefits what companies/customers are getting from our products are that we raise their brand.

Business to business marketing is implemented by going to different fairs and advertising our products there. Internet is going to be also a huge marketing channel for reaching customers. We use social media like Facebook and Google AdWords to make different advertising campaigns. Also we use daily newspapers for advertising. Companies to whom we are advertising can be at any industry type, because our products fit to all.

Business to customers marketing is mainly going to happen in our webpage and in through social media. Magazine ads have an important role too by our marketing plan to the customers.

3.3 Pricing strategies

The price of the services is set by two different categories. Services intended to companies are much more expensive than services intended to customers. Because there is more work to do at company portfolios than digital CVs to the customers.

We are planning to make a special offer marketing campaign to companies to increase our visibility and market share. For Christmas we are offering these special deals for customers.

For our loyal customers we are offering fixed prizes for their future purchases or add some extensions to products.