Robert Campbell

Professor Rodriguez

CIM-111

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**ONLINE MARKETING AND SEO PLAN (25 POINTS):**

Come up with a marketing plan for your website. Explain your business rationale and how you are going to reach your target audience? Based on your objectives, come up with a marketing recommendation for your site. Choose either twitter, google AdWords, or Facebook. List what keywords are you going to buy? What is the duration of your campaign and total cost?

Include screenshots of your campaign as well as your write up in a blog post or add in your hw index.

**Bobby Campbell – Musician** (Webpage Marketing Plan)

**Background:**

* Freelance musician requiring additional promotion and general marketing techniques to promote overall artist profile; including services, repertoire, bio and training.

**Brand Positioning:**

* Mission: Positively promote artist profile (client) through website ads and social media promotion
  + Attributes: guitar; bagpipes; composition; guitarist; bagpiper; composer; musician; songwriter; etc.

**Marketing:**

* Objectives: Sort out my client’s (musician) possible clientele market and demographics using Google Analytics and other user tracking services.
* Advertising:
  + E-mail newsletters
  + Social Media
    - Twitter
    - Facebook
    - Instagram
    - Etc.
  + Online ads
  + Other music related outlets