



MARKETING STRATEGY PLAN

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MARKETING PROPOSAL

Marketing is all about connections. Connect the right message with your target audience, connect your solution with their pain point, and connect your business goals with the desired results.

- **Making consistency key**
 - Being consistent in branding creates brand credibility and recognition. This action enables you to reinforce your brand and build awareness, which will lead to customer satisfaction.
- **Optimize website**
 - Your website will be your future clients and followers first stop before signing up for your services or seeing what else you have to offer. If your website isn't functional or have a clear and consistent message, chances are they won't do business with you. It is this reason why web design and optimization is essential.
- **Maximizing your social media reach**
 - Social media is the most reliable tool for brand awareness and promotion because it helps you connect with potential clients. Plus, social media is where you will find most of your prospective gamers and followers. Social media will give you the push you need to drive traffic to your website and provide quality content for future projects.
- **Generating quality content**
 - Content is king. The quality you produce and distribute has to be of high ranking. Great engaging and relatable content is what people are looking for, and the best way to gain visibility.

30 – 60 – 90 MARKETING PLAN

EXPLORATION

Identify Vision

- Core competencies
- Company goals

Analysis

- Access current situation
- SWOT - Competitive Analysis
- Identify marketing tools needed

Define The Target Audience

- Create Buyer Personas

- Link Personas to a journey of success
- Identify team for execution

Create Goals And Tactics/Define The Strategy

- Increase MQLs
- Create content calendar
- Create lead generation campaigns

Create A Budget

- Set budget
- Create dashboard

TARGET MARKET

Buyer personas

- ✓ Entertainment
- ✓ **D2C Health and Fitness**
- ✓ **D2C Cosmetics**

NOTE: Entertainment TAM Saturated, All other verticals have 1-2% TAM penetration

Pricing

- \$5K minimum retainers to work with Operam covering paid media services for 2 platforms,
- Additional platforms priced at \$2.5k
- Creative monthly support = \$5k

SMB defined as \$250k - \$1M Annual Marketing budgets

30 – 60 – 90 **MARKETING** **PLAN** **EXECUTION**

Content Ramp Up

- Create content calendar
- Start executing plan across all platforms/tools

Update Marketing Tools

- Connect each tool to customer journey
- Create CTAs and lead generation campaigns

Sales Enablement Materials

- Educate internal partners with plan
- Create new materials to engage specific to personas

30 – 60 – 90 **MARKETING** **PLAN** **EXPANSION**



Run Analysis



Identify Successes and Opportunities



Develop Retention Plan