## DEREK CHAMPAGNE



One Page Marketing Plan	DEREK CHAMPAGN
Objectives & measures for success from this marketing campaign	Positioning in the marketplace:
Primary goal: Secondary goal:	
SWOTT	Target customer(s)
Strengths:	Profile:
Weaknesses:	
Opportunities: Threats:	Messaging to target customer(s):
Trends:	
<b>Outreach</b>	
List all media/outreach channels/venues for reaching target cu	ustomer(s) in their environment
Paid:	
Earned:	



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Campaign tools assessment	Lea	ad capture system/tracking system
inventory new tools:		
Advista and the second to the		
Adjustment to current tools:		
Nurture system	Sai	es conversion strategy
Retention		
How will I deliver an exceptional expe	erience?	
Cross selling/increase customer value		
Cross selling/increase customer value Referrals:		eting Campaign du
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Cross selling/increase customer value Referrals:	:	eting Campaign du
Cross selling/increase customer value  Referrals:  Assign budget	:	eting Campaign du

# My Business follows a strategic marketing plan (and it's working!):

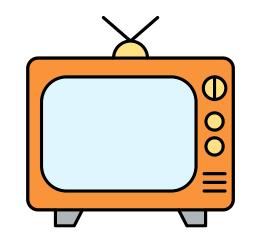
- A. Yes
- **B.** Somewhat
- C. Uh oh. What plan?







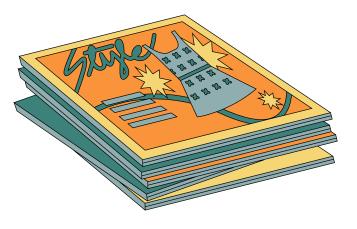
IN 1960, THERE
WERE 5
MARKETING
CHANNELS





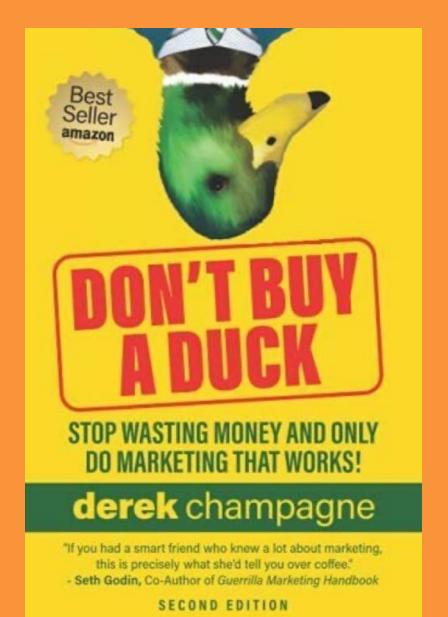








TODAY, THERE ARE HUNDREDS OF MARKETING CHANNELS!



# 5 CRISIS POINTS IN MARKETING

- 1. Who Am!?
- 2. Who Are They?
- 3. Marketing Tools
- 4. Marketing Plan
- 5. Execution

## CASE STUDY



## CASE STUDY



## CASE STUDY



# Objectives & Measures for success from this marketing campaign:



## Primary Goal: conversions

(triage, attainable, aspirational)

Secondary Goal: awareness

## Positioning In The Marketplace



#### **Promise**

- What is your promise to your target customers?
- What can and what should they expect when they interact with your brand?
- Why should they believe your claims?

### Personality

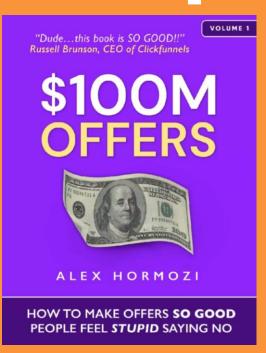
- How do you want to be perceived?

### **Unique Value Proposition (UVP)**

- What do you offer that separates you from your competitors?

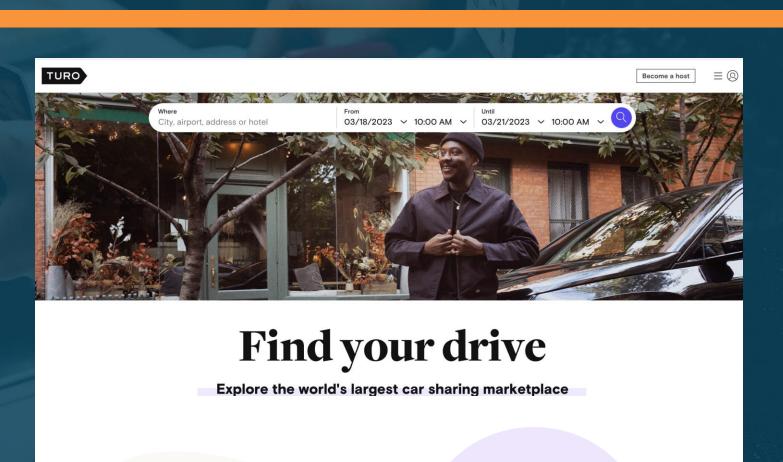


## Value Proposition









#### Book a car >

Down the street or across the country, find the perfect vehicle for your next adventure.



#### Become a host >

Accelerate your entrepreneurship and start building a small car sharing business on Turo.

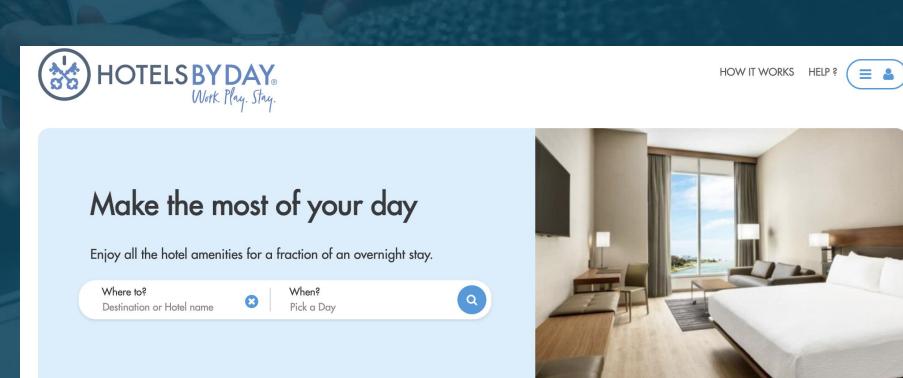
## Hotels By Day

#### Hotels by Day



Hospitality industry veterans, technology experts and entrepreneurs Brian Dass and Yannis Moati pitch Hotels by Day, a business that allows travelers to book a hotel room during the day, in episode 817. They started the business in early 2015 to allow hotels to sell "uncommitted inventory" to travelers who wanted a room for a few hours to refresh themselves.





#### Why book a room for day use?











Lack of support from field
Poor strategic alliances
Marketplace awareness is light
Lack of search engine optimization

#### **STRENGTHS**

Consistent flow of inquiries/leads
Strong trade show presence
Flexible and responsive to sales
Customer and analyst leverage



#### **OPPORTUNITIES**

Viral marketing programs

Focus on programs that drive revenue

Awareness via Big Splash campaigns

### TT

#### **TRENDS**

Micro-targeting Fine-tuning mobile strategy Paid placements are here to stay Growing need for quality content

#### **THREATS**

Sales wanting to change lead model
Unfocused message = market confusion
Competitive giants with larger budgets
Marketing/sales systems not synergized







## **Profiling Target Customer** $\star$ Political Affiliation Ethnicity A Religion Education

## Target Customer(s)





1. Identify specific groups within your target based on key motivators and unique communication needs.



2. Divide target customers into subgroups



3. Tailor your message and your campaigns for personal and more effective communication

So easy to understand, a cave person gets it



## Target Customer Criteria





Need It



Want It



Willing to Pay For it

All Media/outreach channels/venues for reaching target customer(s) in their environment





Paid



Earned



Owned

## Paid









- Events
- Memberships
- Media Buys

#### Digital

- Google Ads
- Social Ads/Influencer Campaigns
- Streaming Services
- Paid Eblasts/list purchase

#### **Traditional**

- Radio
- **TV**
- Print

## Earned











- Referral Programs
- Awards/Recognition
- User Generated Content
- Online Reviews
- Brand Reputation/Goodwill

## Owned









#### All Collateral

- Website
- Social Profiles
- Print Materials
- Mailing/email list

### Content/Thought Leadership

- E-newsletter
- Blog
- Social Posts
- Videos
- Podcast
- Partnerships

#### SAMPLE INTEGRATED MARKETING CAMPAIGN in LinkedIn Update 20+ Instagram listings Targeted Article email Banner ads Facebook placement blasts on websites SOCIAL Vimeo MEDIA DIGITAL Blog PPC Twitter **STRATEGIES** CONTENT MARKETING Vine SEO YouTube Webinars Garner positive Speaking Press releases online (Awards, engagements achievements, reviews charitable donations) YOUR Tradeshow Chamber of Radio Targeted E-newsletters presence Commerce direct BRAND Participation mail LOCAL Referral COMMUNITY strategies TV/Online Print ads in industry ads publications Digital **CROSS SELLING/** Media Business RELATIONSHIP Journal ads Business cards, Case BUILDING letterhead, studies Gifts envelopes, etc. SALES Personal contact Custom Satisfaction MATERIALS designed TV/RADIO surveys proposals Video 0 Brochures

# Tools Needed For Executing Above Campaign



- 1. Campaign tools assessment
- 2. Adjustment to current tools
- 3. Inventory Create new tools

## Marketing Tool Assessment



- How well is your website converting?
- How frequently is your news/blog section updated?
- How active and engaged is your social media?
- Digital ads updated.
- Customized landing pages.
- How frequent are your press releases?
- How dated are your print materials?
- Review ALL marketing tools.

• Lead capture system / Tracking system

Nurture system

Sales conversion strategy

## Retention

- · How will I deliver an exceptional experience?
- · Cross selling/increase customer value
- Referrals

#### **Marketing Budget**

% of sale revenue

1 2 to 3% = Very safe



 $2 5 ext{ to } 6\% = Bolder$ 



3 8 to 12% = Aggressive



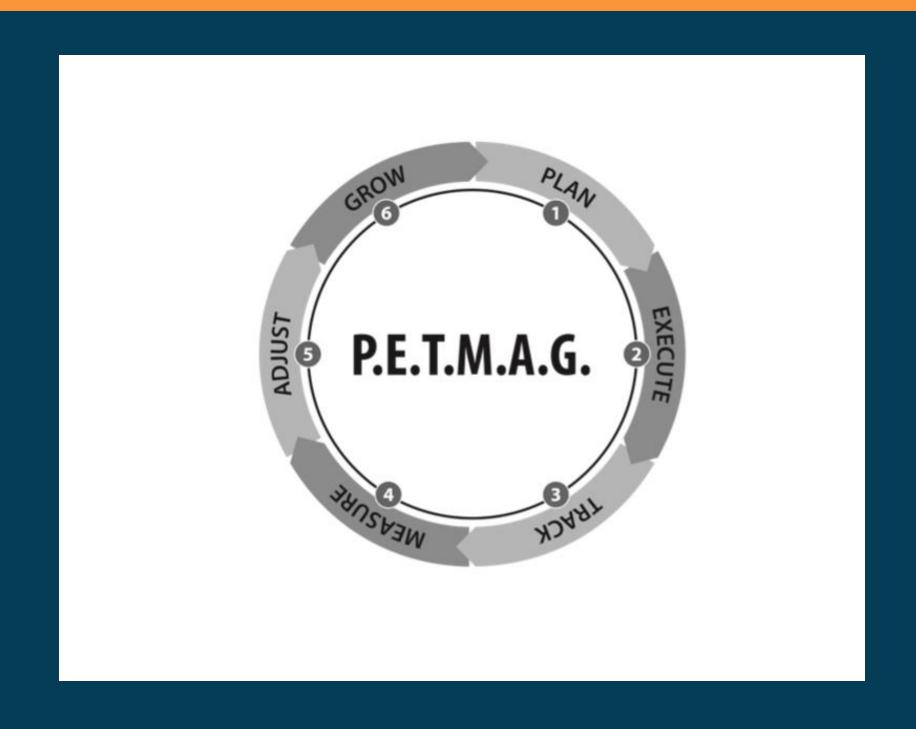
4 > 13% = Risky



## Assign Budget



## Evaluate, Adjust for Maximum ROI



#### MARKETING TEAM ORGANIZATIONAL CHART





#### Campaign/ Marketing Manager (MM)

Quarterbacks entire campaign • Assume execution of other tasks within campaign
Set up sales funnels, email marketing • Manage tracking and performance review of various campaigns



#### Brand Personality (BP)

Overall "Face" of brand Live speaking engagements Guest on podcasts and other public platforms "Face" on social videos Recruiting



#### Brand Outreach Coordinator (BOC)

Partner outreach campaigns
Influencer Campaign
PR Campaigns
Outreach for
Influencer campaign
Send LI messages
Manage podcasts
Seek out referrals
Manage speaking

engagements



#### Social Media/Content Manager (SM)

Manage content calendar

Content writing
Social media posts
Blog posts
Assist with
development/organization
of new content
in line with brand
Ask for and manage reviews

Ask for and manage reviews Manage ads and ad peformance



#### Graphic Designer (GD)

Ongoing graphic design for social, landing pages, and other campaigns Hold brand continuity in all visuals



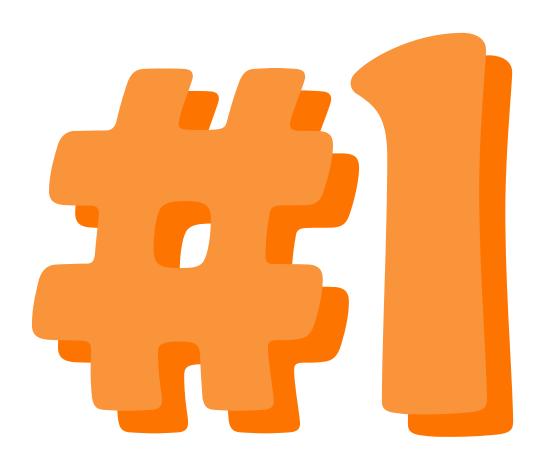
#### Web Master (WM)

Ongoing website maintenance Campaign landing pages Sales funnels Landing pages



#### SEO/Adwords Specialist (SEO)

SEO/Adwords Specialist (SEO)
Onsite web optimization
Offsite link building
PPC/Retargeting Campaigns
Provide insights and
recommendations for
refreshing/updating ads



Who Is The #1?

## Campaign Duration



0

Phase One: 90 days - development (messaging/tools) & initial launch



Phase Two: 90-day outreach campaign - measure/ adjust



Phase Three: extended longerterm campaign

#### August

- · Prepare materials for soft launch of app
- Decide on memberships join / reserve booths / sponsorship levels for the upcoming year
- Priority greenlight attendance/ membership in the Texas Association of Healthcare Facility
- · Managers event in Sept in Dallas
- Priority greenlight attendance/ registration as a supplier to the North Texas Facilities Expo

#### September

- · Disaster Preparedness Month
- Submit press release, once published, share links with:
  - All Dalworth named business to share on their social platforms, and email lists
  - Email to all Dalworth Restoration contacts
  - Send to R & R magazine for possible republication
  - Send to Dallas Chamber of commerce to add to "announcements" section of website
  - Include other local chambers as well (Frisco, Plano, Arlington)
- · Soft Launch of app action items
- · Fill Content buckets
- · LinkedIn messages / connections
- · 9/5 TAHFM event in Dallas
- . Follow up TAHFM event
- 9/25 North Texas Facilities Expo
- Become an official sponsor of the Community Powered Revitalization via Six Stones

#### October

- · Fill content buckets
- · Fire Prevention Week
  - Press Release about ERP app / fires / business continuity
     Radio / TV
- · 120 LinkedIn messages
- Arm all Dalworth named companies with printed materials about the ERP app to leave behind at all commercial jobs
- · 10/18-19 CPR via Six Stones
- · Develop content for lead nurture funnels

#### November

- · Activate lead nurture funnel
- · IFMA panelist inquiry
- Fill Content Buckets
- · Highlight Veteran employees
- LinkedIn messages / connections
- Kick off Dalworth Rewards Program for referrals from contractors
- Begin "pick 3" referral program after ERP sign up

#### December

- · IFMA Holiday Party attendance
- · Fill content buckets
- · LinkedIn messages / connections
- Prepare materials for upcoming tradeshows
- Continue Dalworth Rewards Program for referrals from contractors
- Continue "pick 3" referral program after ERP sign up



#### January

- FMExpo- Dallas (via IFMA)
- Become official sponsor of the CPR via Six Stones event in April
- · ICSC Fort Worth event
- Follow up marketing from tradeshows
- Fill content buckets
- · LinkedIn messages / connections
- Continue Dalworth Rewards
- Seek partnerships
- Continue "pick 3" referral program after ERP sign up
- Begin surveys for each completed commercial jobs

#### February

- Pre-show marketing on 2/20 for AAGD tradeshow
- Fill content buckets
- 120 LI messages
- Continue surveys for each completed commercial job
- Seek Partnerships
- Continue Dalworth Rewards
- Look at sponsoring CE credits through IREM for August and September
- Look at sponsoring CE credits through TAHFM for April

#### March

- 3/20 AAGD tradeshow
- Flood Safety Month
  - Press Release about ERP/ floods/ business continuity
  - o Radio/TV
- Fill content buckets
- 120 LI messages
- Continue surveys for each completed commercial job
   Seek Partnerships
- Continue Dalworth Rewards

#### April

- · CPR via Six Stones event
- · Fill content buckets
- · 120 LinkedIn messages
- Continue surveys for each completed commercial job
- Seek Partnerships
- · Continue Dalworth Rewards
- · TAHFM CE credits sponsorship (Houston)

## Build Execution Calendar

# Make First Downs!



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(G) Coutreach				entify marketing camp
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Earned: Owned:				

### Q&A



#### Download

- One Page Marketing Plan & Presentation Slides
  - Complimentary Marketing Assessment