




DEREK CHAMPAGNE

One Page Marketing Plan



One Page Marketing Plan


One Page Marketing Plan		DEREK CHAMPAGNE	
	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: _____		_____	
_____		_____	
 Outreach			
List all media/outreach channels/venues for reaching target customer(s) in their environment			
Paid: _____			
Earned: _____			
Owned: _____			



One Page Marketing Plan

One Page Marketing Plan

DEREK CHAMPAGNE



Objectives & measures for success from this marketing campaign

Primary goal:

Secondary goal:



Positioning in the marketplace:



SWOTT

Strengths:

Weaknesses:

Opportunities:

Threats:

Trends:



Target customer(s)

Profile:

Messaging to target customer(s):



Outreach

List all media/outreach channels/venues for reaching target customer(s) in their environment

Paid:

Earned:

Owned:



Tools needed for executing campaign

Campaign tools assessment

Inventory new tools:

Adjustment to current tools:

Nurture system

Retention

How will I deliver an exceptional experience?

Cross selling/increase customer value:

Referrals:

Lead capture system/tracking system

Sales conversion strategy



Assign budget



Identify marketing team needed



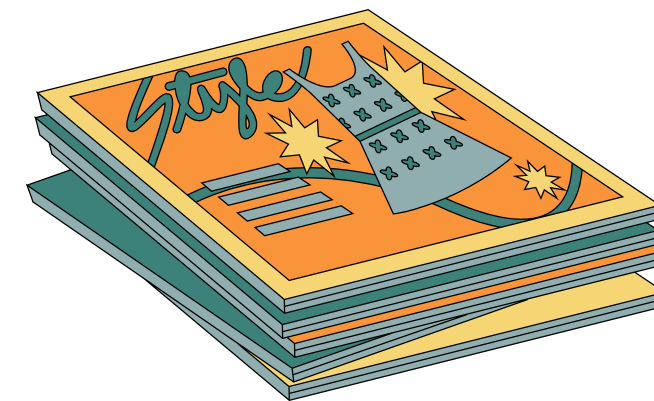
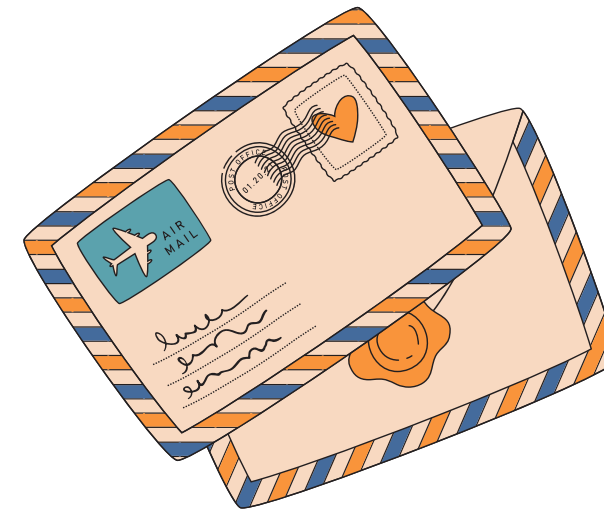
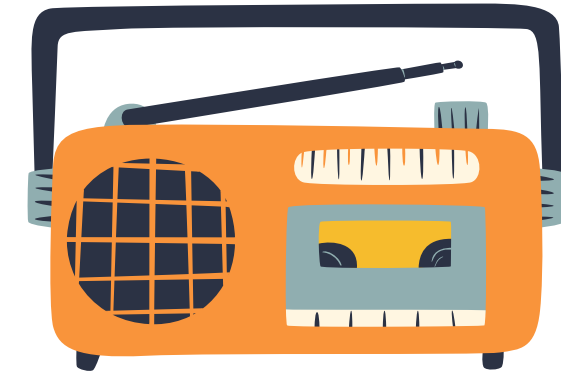
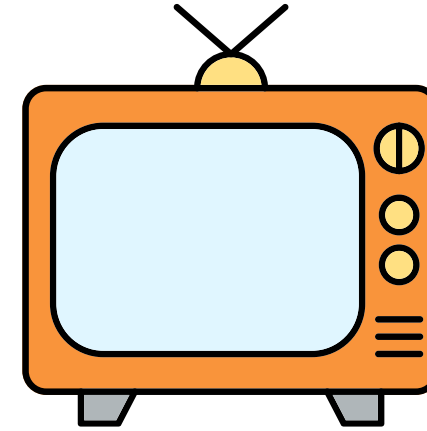
Campaign duration

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

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

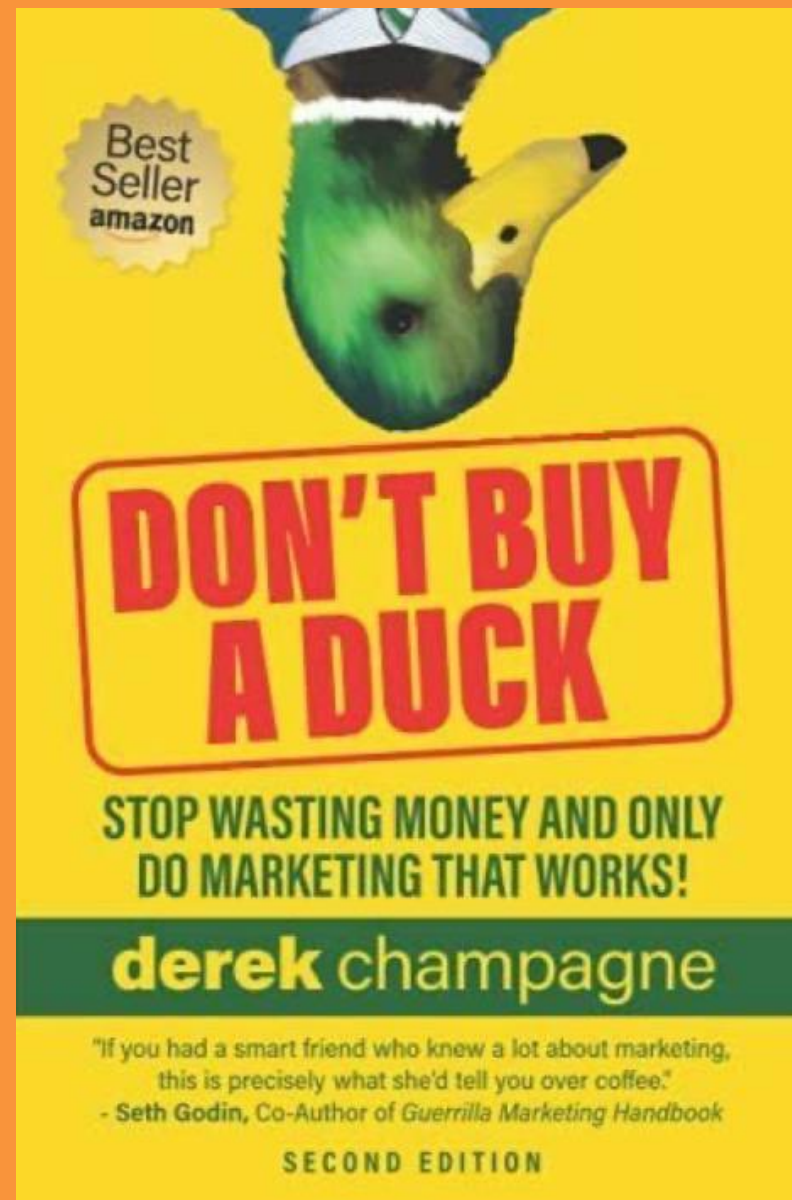


IN 1960, THERE
WERE 5
MARKETING
CHANNELS





TODAY, THERE ARE
HUNDREDS OF
MARKETING
CHANNELS!



5 CRISIS POINTS IN MARKETING

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

CASE STUDY

The Enigma logo is centered within a light blue square, which is itself set against a larger orange square background. The word "enigma" is written in a lowercase, teal-colored, sans-serif font. A small teal star is positioned above the letter 'i'.

enigma

CASE STUDY



CASE STUDY



Objectives & Measures for success from this marketing campaign:



**Primary Goal:
conversions**

(triable, 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?

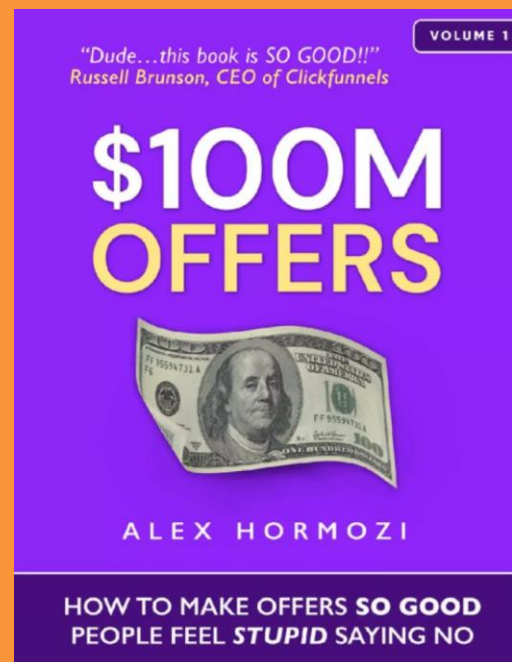
Unique Value Proposition (UVP)

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

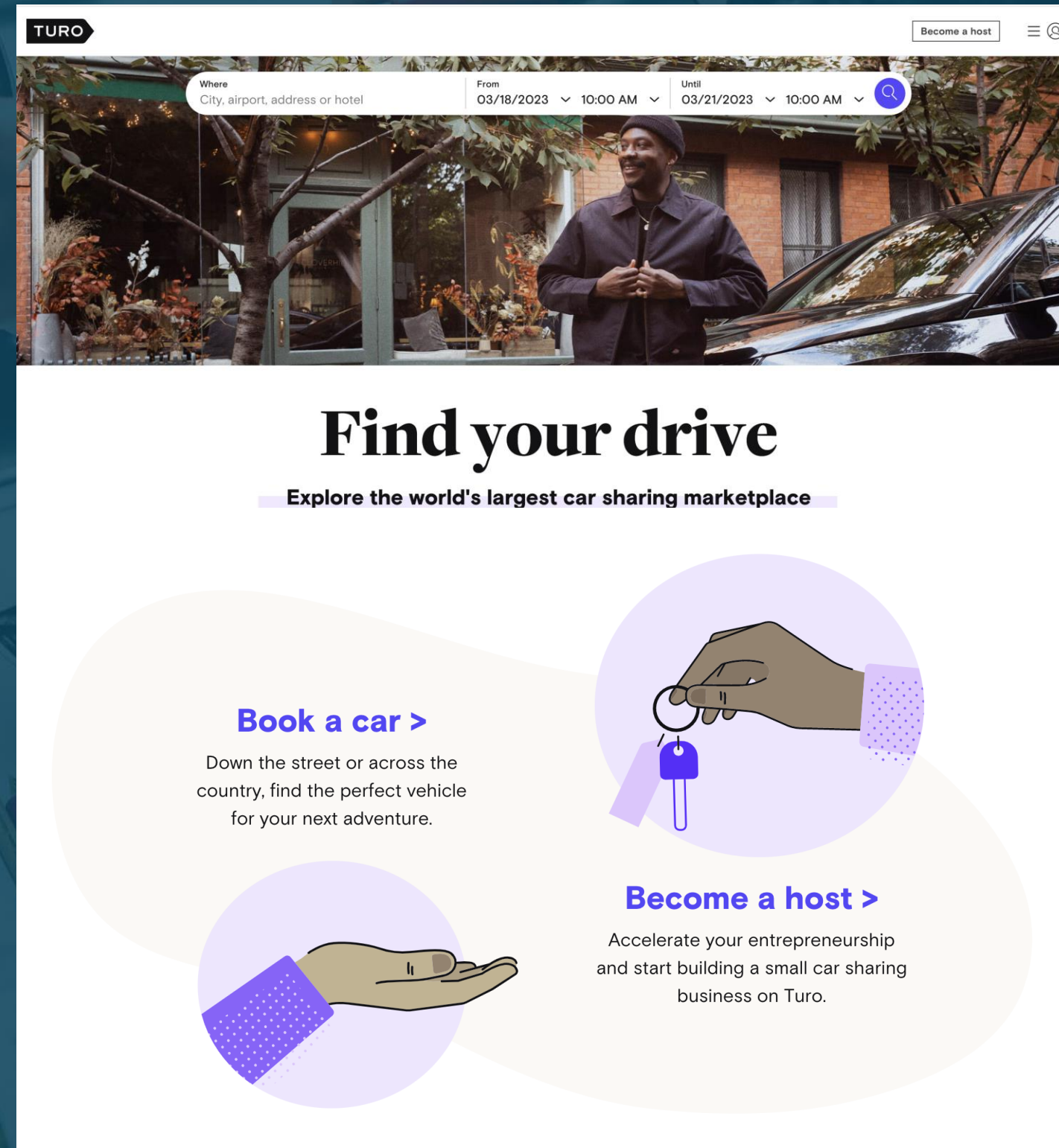
Positioning In The Marketplace



Value Proposition



Turo: “The Airbnb of Car Rentals”




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.

Hotels By Day


**HOTELS BY DAY**
Work. Play. Stay.

HOW IT WORKS HELP ?  


Make the most of your day


Enjoy all the hotel amenities for a fraction of an overnight stay.

Where to?
Destination or Hotel name




When?
Pick a Day







Why book a room for day use?




Vacation in Style →



Work from a hotel →



Reconnect & spice things up →



Leave <https://www.hotelsbyday.com/en/pages/hotels-by-day>



1. Strengths

2. Weaknesses

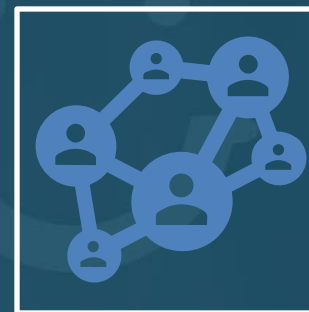
3. Opportunities

4. Threats

5. Trends



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

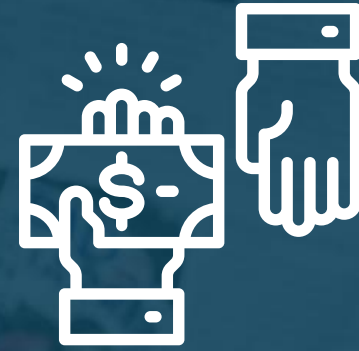


Want It



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



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

Owned



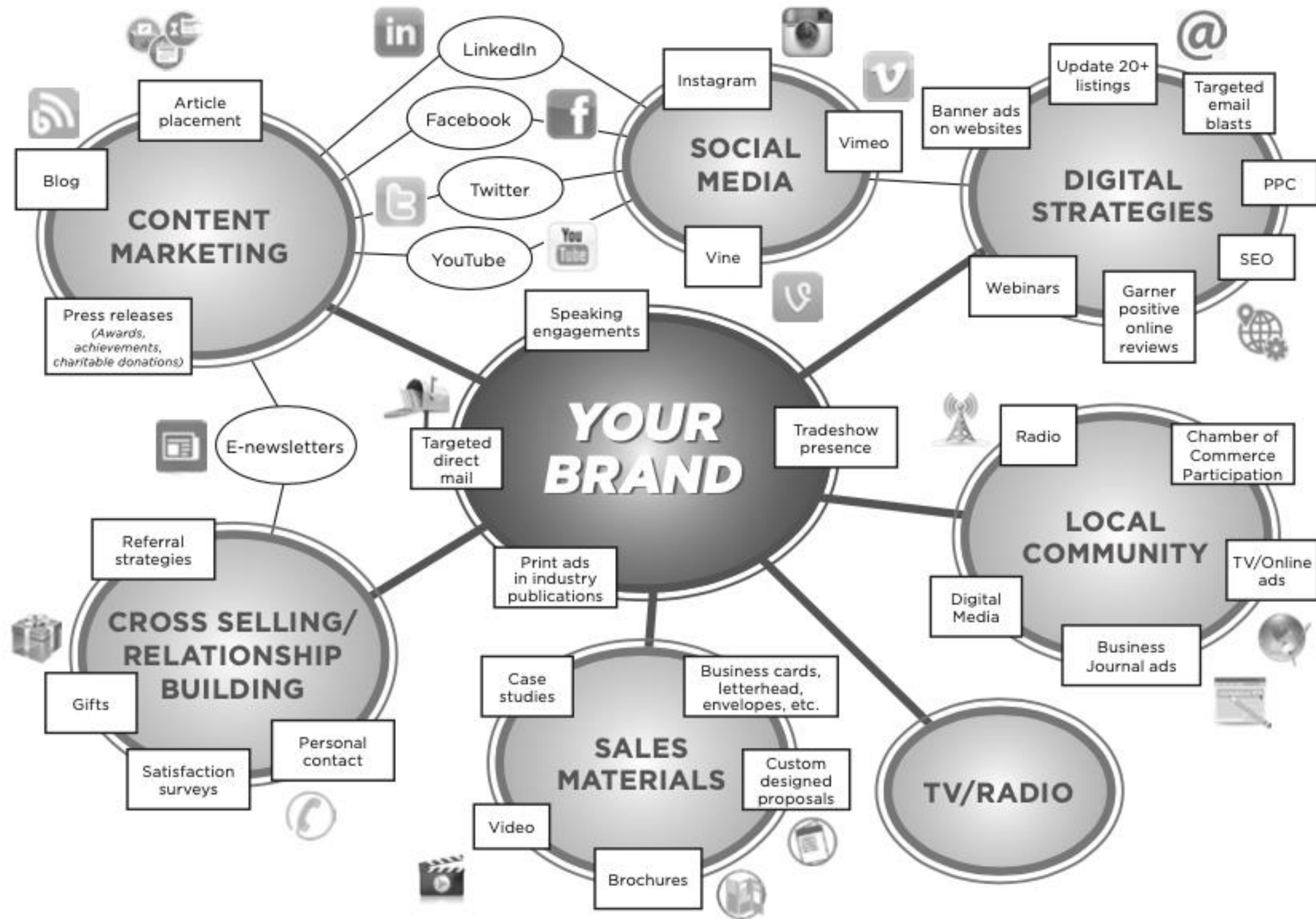
All Collateral

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

Content/Thought Leadership

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

SAMPLE INTEGRATED MARKETING CAMPAIGN

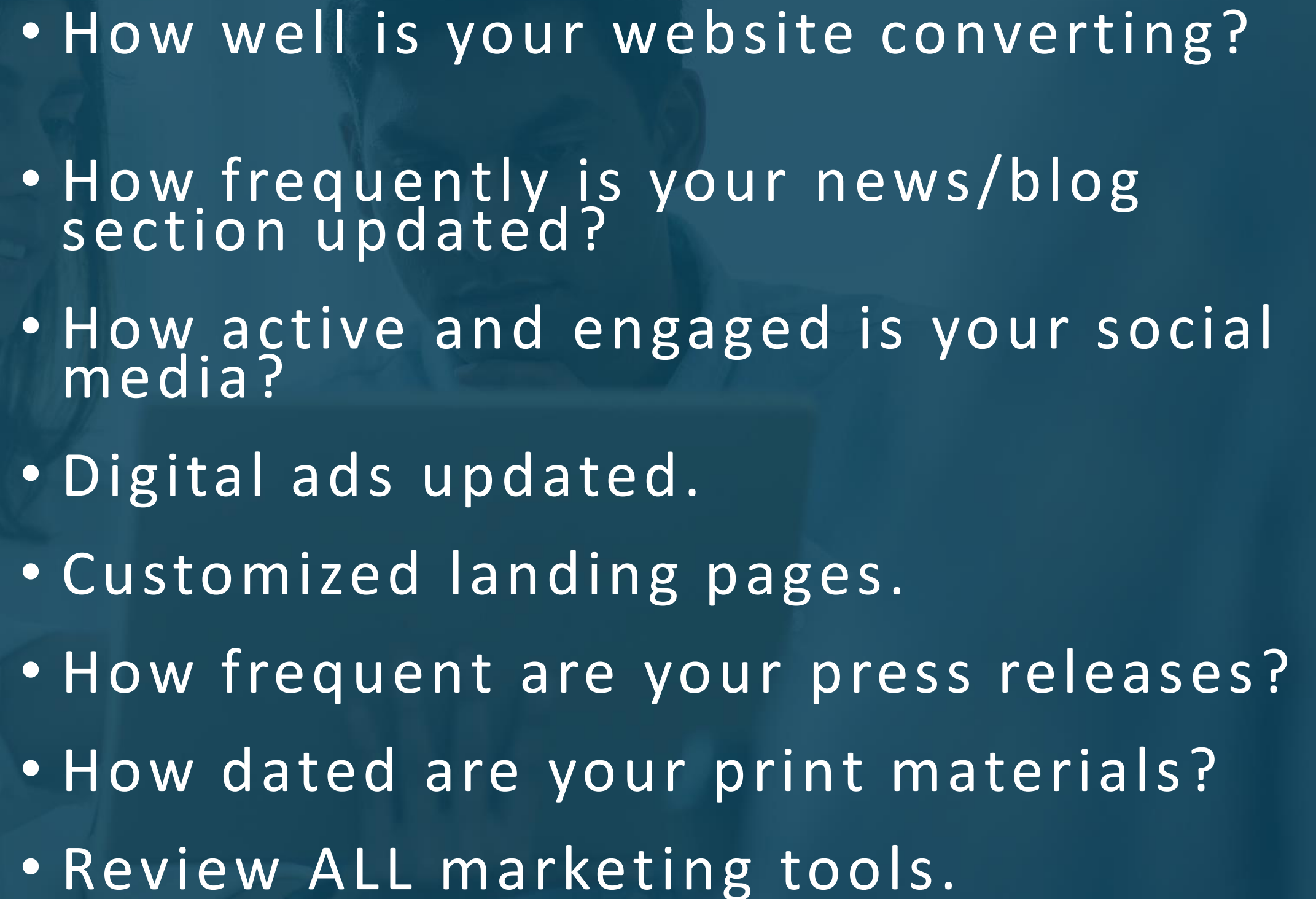


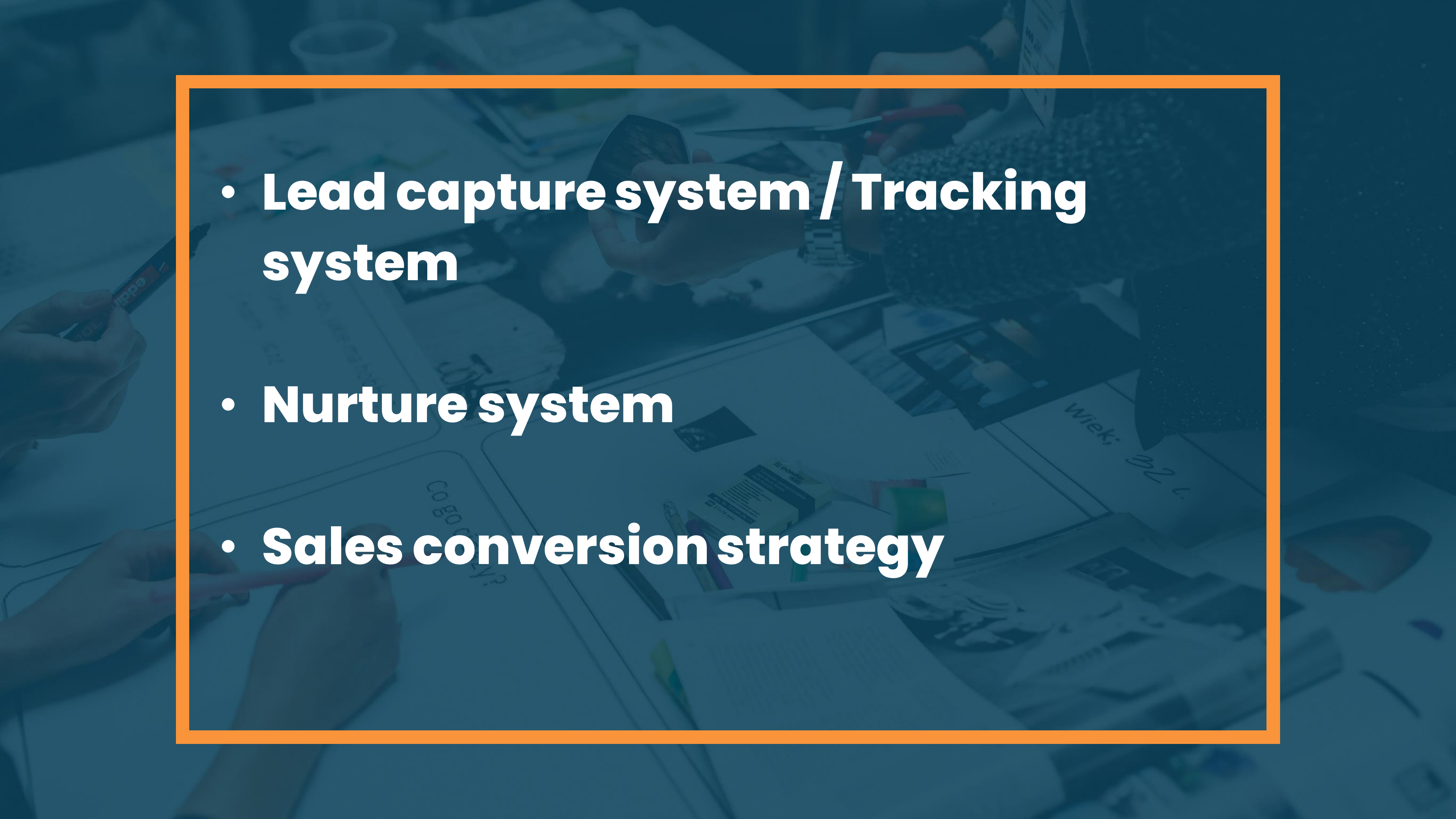
Tools Needed For Executing Above Campaign



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

A top-down view of four people sitting around a circle of colorful circular icons on a light wooden floor. The icons represent various digital marketing concepts like social media, analytics, and communication. Each person has a laptop or tablet open.

- 
- A man in a dark suit and white shirt is looking at a laptop screen. The background is a dark blue gradient with a faint image of the man. Overlaid on the right side is a list of eight questions in white text, each preceded by a bullet point.
- 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 to 6% | = | Bolder |  |
| 3 | 8 to 12% | = | Aggressive |  |
| 4 | > 13% | = | Risky |  |

Assign Budget



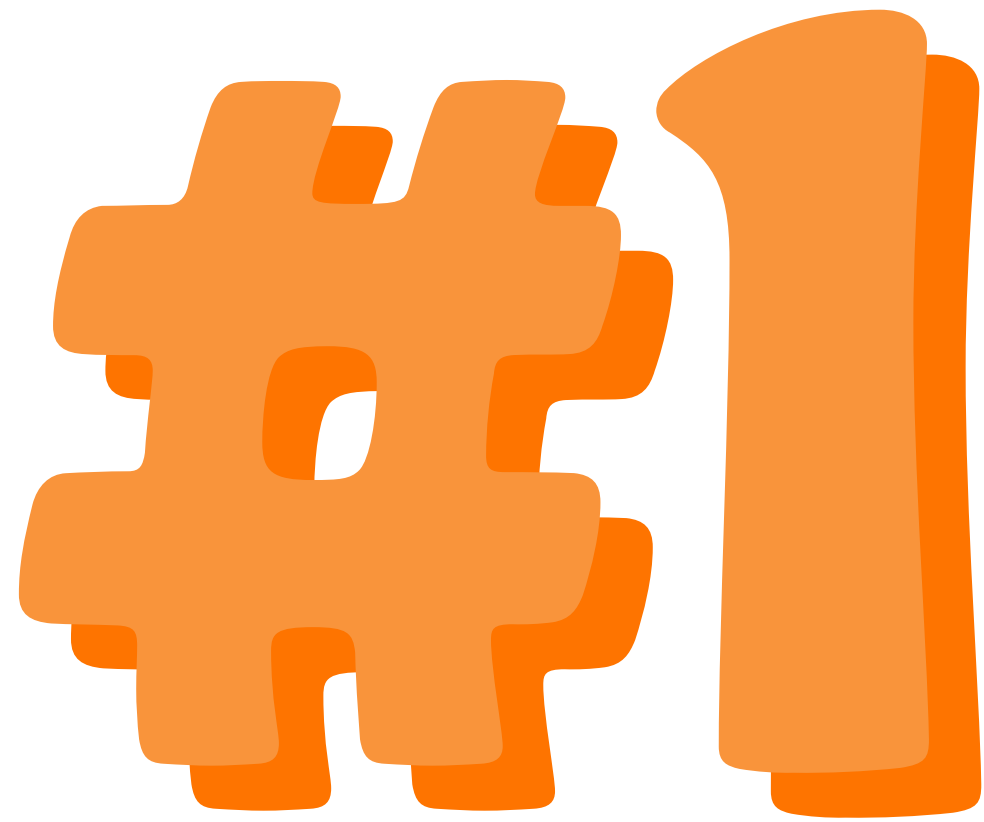
Evaluate, Adjust for Maximum ROI





MARKETING TEAM ORGANIZATIONAL CHART





Who Is The #1?

Campaign Duration



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



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



Phase Three: extended longer-
term 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
 - 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!**



One Page Marketing Plan

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

Tools needed for executing campaign					
Campaign tools assessment	Lead capture system/tracking system				
Inventory new tools: _____ _____ Adjustment to current tools: _____ _____	_____ _____ _____ _____ _____				
Nurture system	Sales conversion strategy				
_____ _____ _____ _____	_____ _____ _____ _____				
Retention					
How will I deliver an exceptional experience? _____ _____ Cross selling/increase customer value: _____ _____ Referrals: _____ _____					
	Assign budget		Identify marketing team needed		Campaign duration
_____ _____ _____ _____ _____ _____ _____ _____		_____ _____ _____ _____ _____ _____ _____ _____		_____ _____ _____ _____ _____ _____ _____ _____	

Q & A



Download

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