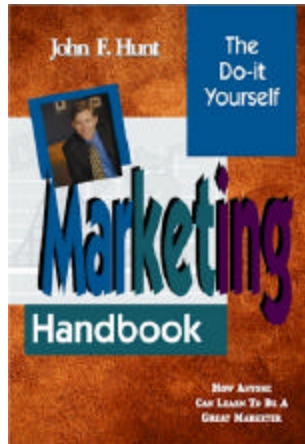


# SAMPLE MARKETING PLAN

*An excerpt taken from:*



## The Do-It-Yourself Marketing Handbook:

How Anyone Can Learn to be a Great Marketer

By John F. Hunt

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## **About the Author**



**John F. Hunt** teaches business people how to create their own winning marketing plan.

He is a Marketing Strategist with Bright Marketing, Inc. a marketing education and publishing company. He has taught and worked with a variety of clients in a wide range of industries. Mr. Hunt and his projects have been written about in the *New York Times*, *The Wall Street Journal*, *USA Today* and several other publications.

During the past 25 years Mr. Hunt has served in a variety of roles in the advertising and marketing industry. He has actively participated in the Advertising Federation, Direct Marketing Association, National Association of Broadcasters, Independent Publishers Association, and has served on the Board of Advisors of the National Mail

Order Association.

In 1997 John Hunt released the first edition of, "***The Do-It-Yourself Marketing Handbook: How Anyone Can Learn to be a Great Marketer***" and it won the award for best business book of the year by the Midwest Independent Publishers Association. The first edition of the book sold out and in 2009 John updated the content and recently released an edition which is available for purchase and immediate download at [www.marketingplanguide.com/marketing-book/do-it-yourself-marketing.html](http://www.marketingplanguide.com/marketing-book/do-it-yourself-marketing.html) .

John spends the majority of his time now researching and developing content and new programs for [www.MarketingPlanGuide.com](http://www.MarketingPlanGuide.com). He also conducts monthly teleseminars, webinars, and classes through MarketingPlanGuide.com

# THE SAMPLE PLAN

## ***What the final marketing plan should look like***

Note: This is a fictional company. Any resemblance to an actual company is purely coincidental.

### **Background**

Andy Peterson worked for a local computer company, called SpecialSoft, that sold specialty software to businesses. In addition to the software, the firm also sold computer hardware as an "add-on" sale for its regular customers. Andy's job was to install the software packages for the customer after they had purchased them from SpecialSoft. Quite often, when Andy was installing software for the customer, he would be asked to help solve other computer problems the client was having.

Since Andy had a background in computer networks and was well versed in all areas of repair, he would quite often fix these problems. Andy approached his manager at SpecialSoft several times to identify the potential for extra income from SpecialSoft customers as it related to computer and network repair. Each time his manager would politely remind Andy that SpecialSoft had no intention of getting into the computer repair business.

Andy was entrepreneurial in nature so he began to take "side work" from these clients by offering to repair their systems after hours when he wasn't on SpecialSoft's payroll. Soon thereafter Andy was inundated with work and he was faced with the decision to leave SpecialSoft and pursue this repair business full-time. He left SpecialSoft and started Andy's Computer Repair. The business grew quickly and within 2 years he had two full-time employees and annual sales of \$288,000. Realizing he was growing fast, Andy wanted to implement a marketing plan. As a result of this plan he changed his company name to ABC Computer Repair.

***Andy wrote the following marketing plan for his company. PLEASE NOTE: It takes time and several steps to complete a marketing plan. While this plan is presented in its finished form, there were many steps in getting it to this point (which you hopefully have learned by now!). Also, some of the headings were left in this document to help show you where certain parts of the marketing plan go.***

# Marketing Plan For ABC Computer Repair

## I. SITUATION ANALYSIS

Andy Peterson started ABC Computer repair after seeing a need for computer repair work that was not being adequately handled by local sources.

### Challenges

*What challenges do you face in your particular industry (market trends, etc.)?*

In the computer industry products are always changing. New technology is being introduced at a fast pace, rendering hardware outdated and useless in less than two years. In addition, more and more people are now relying on computers for both home and work use.

The challenge I face in this industry is staying updated on all of the new technology and keeping my customers updated as well. Many of their problems could be avoided if they were kept abreast of the changing technology and were proactively serviced to meet those changes.

Most of the computer retailers simply want to sell new equipment and let the service aspect of it be handled by someone else. This provides a great opportunity for ABC Computer Repair.

*What challenges do you face with respect to financial resources?*

Since I am a newer business, I do not have a large amount of capital to launch a large scale marketing effort. I have saved some money over the years while I was employed at SpecialSoft and the income from my first two years of business has been rising. This will allow me to operate a few months without generating any new income and let the new marketing efforts take effect.

Fortunately, I have some customers that have already been using me for contract work. These customers provide a base to work from. I do, however, need to generate more business in order to grow the business to the next level, which includes new office space and an additional technician.

**What is the history of your industry?**

The personal computer was introduced in the early 1980's. Technology has changed drastically over the years with respect to processing speed and data handling capabilities. I have worked in the industry for the past twelve years, in a variety of capacities. The industry has splintered into two parts; Hardware/software sales and service/repair. Very few companies offer both aspects, while most specialize in one part or the other.

**How has your industry grown or changed over time?**

The computer business is a growth industry. More and more people use personal computers each year. With the advent of home offices and telecommuting (where people work from home via computer) the sales of computer hardware and software has exploded. Consequently, the growth of computer service and repair has occurred as a natural extension of the hardware/software sales boom.

### **What is the history of your company?**

ABC Computer Repair is a young company. Most of the current customers are people I have worked with in the past as a result of my employment with SpecialSoft. Since SpecialSoft did not want to pursue computer repair work on a regular basis, and since I saw a demand for this type of work, I started ABC Computer Repair to fill that service need. I started part-time for one year, working evenings and weekends. Two years ago I went full-time, and ultimately added two more employees as the workload grew. We have outgrown our current office space and need to expand. Plus I would like to add another technician so that I may have more time to manage the business and generate new sales.

### **What past marketing efforts have you made?**

I really have not done much marketing. I made up a simple flyer that I passed out to some of my old contacts. Most of my business has come from word-of-mouth referrals from my past contacts. Lately though, we haven't been getting any new business which is another reason why I want to implement a marketing program.

### **Which marketing efforts have worked and which haven't?**

Referrals have been the best source so far. The flyer drew a limited response, but I did not pass that many out, and I only did a few.

## **Competition**

*Who are your major competitors:*

1. The Chain Stores (Computerama, Shoppers Paradise)
2. Budget Computer Repair
3. NSI Network Systems
4. SpecialSoft (previous employer..although they don't officially do repair)

## **What do you want to know about your competition:**

*Phone Manners/Sales Pitch*

I would like to know how they handle call-ins, especially for emergency repairs.

*Product Offerings/Pricing*

Do they charge by the hour or do they offer service contracts?

### *Closing Techniques*

Not applicable

### **Marketing Materials**

*What kind of brochures do they use? What do their brochures say?*

### **Follow-up**

How do they follow-up after sending out information or receiving an inquiry for their services.

### **Spy on your competition:**

*Design a research scenario: (hint: What would your ideal customer ask you?)*

A friend of mine has a small company and he has agreed to help me. I will call up the competitors and ask them to solve a problem for him. I will create a typical problem that can't be solved over the phone. Rather than have them come out to fix it, I will ask for general information on their company and I will have brochures sent to his address, saying that I will make a decision after I receive literature. I will see how long it takes them to send out their brochures and see if they call to follow-up.



**Other sources of information on your competitor:**

*Trade Publications (list appropriate ones)*

I will check back-issues of a local computer magazine to see if there are either articles or advertisements from any of the competitors.

*Customers*

I will get informal feedback from people I know who have used the competitors for service in the past.

*Vendors (which ones do you use that your competition uses?)*

I will ask the parts suppliers if they know anything about the competitors. I know one of the managers at the local supply distributor that would be willing to help me.

**List the strengths and weaknesses of each competitor.** Attempt to make some conclusions about how others would perceive them. Try to find the one weakness of each competitor that you can really sell against.

| <b>Competitor Name</b>                                     | <b>Strengths</b>                                | <b>Weaknesses</b>  |
|--|---|--|
| 1. The Chain Stores<br>(Computerama,<br>Shoppers Paradise) | Big Advertising Budget<br>Name Recognition      | They don't actually<br>service units themselves.<br>Sub the work out. They<br>only offer "drop in"<br>service. |
| 2 Budget Computer<br>Repair                                | Low Cost  | They have a reputation<br>for poor work.   |
| 3. NSI Network Systems                                     | Impressive brochures<br>have lots of employees. | High overhead. They<br>Work with big companies.<br><br>Highest prices.   |
| 4. SpecialSoft   | Established in market.                          | Don't want service work.   |

**What do you feel are the strengths and weaknesses of your company.**

**Strengths:**

We provide the following:

- 1) Fair Prices (not too low and not too high)
- 2) High service quality. I will do all of the work, so the job will be handled by someone with experience.
- 3) Free pick-up and delivery when not doing work on-site.
- 4) We explain all situations to the customer so they know what is going on. We like to make sure they are educated on the entire process.

**Weaknesses:**

- 1) We don't have unlimited resources to spend on marketing.
- 2) Growing Pains - We don't always have enough hours or people to complete all of our work.

**Position in the marketplace**

*How are you different than the others?*

We keep the customers informed at all times. We offer free pick-up and delivery. And we make the whole process easy for the customer.

**WHAT IS YOUR UNIQUE SELLING PROPOSITION (USP)?**

*Sell line/Slogan*

I have chosen the following USP:

***"Fixing your computer is as easy as A-B-C."***

## **Positioning Statement**

We will be different in the marketplace because we will offer personalized service at a fair price. We will offer our clients information and education regarding their equipment and strive to keep them informed at all times. We will go the extra mile with our customers by offering convenient free pick-up and delivery, and make their experience with us easy.

*Can you re-position the competition?*

You will be unclear about your situation when you work with one of our competitors because they will not keep you educated and informed. They use technical "jargon" which most customers don't understand. Most of them lack the personalized service that ABC Computer Repair can provide.

## II. TARGET AUDIENCE

### **Who has a NEED for your product or service?**

The person who has a need for our service is someone with a broken or malfunctioning computer.

### **What are some ways to target your customers?**

#### *Demographic?*

Companies: Small to mid-sized.

#### *Geographic?*

Preferably companies within a 20 mile radius of my office

#### *Psychographic?*

Someone who is paranoid of computers and is unclear about how they work.

## Profile of Existing Client Base

### List the four or five categories your customers would fall in:

*(Remember the 80/20 rule 80% of your business comes from 20% of your customers)*

1. Small businesses (1-25 employees).
2. Home-based businesses utilizing personal computers
3. Personal PC users.

Secondary/Niche Categories: (Those not listed above)

1. Accountants
2. Lawyers

### What percentage of business do each of these categories make up of your overall sales:

|    | Category                      | Total Revenue    | Percentage  |
|----|-------------------------------|------------------|-------------|
| 1. | Small Businesses              | \$175,000        | 61%         |
| 2. | Home-based business           | \$69,000         | 24%         |
| 3. | Personal PC Users             | \$43,000         | 15%         |
|    | <b>Total Revenue for Year</b> | <b>\$288,000</b> | <b>100%</b> |

It was concluded, based on the information I outlined above that the most lucrative part of my business is currently the small and home-based business (accounting for 85% of all my business). The personal PC users have all been referred to us, and have never been an actively sought market segment. Within the small business target market is the niche markets of accountants and lawyers, who we are very well suited for because of the kind of service we offer and my experience with them in the past (we deal with many of them at SpecialSoft, my previous company).

## **Determine your Primary & Secondary Target Markets**

Profile your Primary Target Audience( with a list of as many attributes as possible) and your Secondary Audiences or Niches. You can achieve this list by looking at your current customer base and/or determining who has a NEED for your product or service.

### **PRIMARY TARGET AUDIENCE**

1. Small businesses within a 20 mile geographic area
2. Home-based businesses within a 20 mile geographic area

### **SECONDARY AUDIENCES/NICHES**

1. Accountants located within a 20 mile geographic area
2. Lawyers located within a 20 mile geographic area
3. Personal PC users that are recommended by word-of-mouth

### III. GOALS

*Remember the types of goals: Qualitative Vs. Quantitative*

**List the goals that you want to reach as a result of your marketing:**

1. Increase total sales to \$375,000 (an increase of 35%). This will allow us to add a new technician and afford new office space.
2. Establish the ABC Computer Repair name in the marketplace.
3. Get more referrals from current customers.

*Goals are long-term in nature. In order to accomplish them, you need to transform them into attainable sub-parts with their own sub-deadlines. Start with the end in mind. Break down your goals into three attainable intermediate sub-goals.*

- 1 A. Grow our customer base to increase revenues by 35%. This is a rate of approximately three percent per month over a twelve month period
- 1B. Focus on getting more Accountants and Lawyers to use our services by using specialized marketing to reach them.
- 1C. Conduct on-going marketing on a weekly and monthly basis.



- 2A. Develop marketing materials that focus on our strong points (service).
- 2B. Make it a priority to educate each client on the latest technology.
- 2C. Consistently use our sell line "computer repair as easy as ABC" in all materials.
  
- 3A. Join a networking group.
- 3B. Create a customer incentive program for referring new business to us.
- 3C. Send out a mailing to current customers to ask for referrals.

**Now take each of those sub-goals and break them down into three attainable tasks with deadlines**

| <b>TASK</b>                                       | <b>DEADLINE</b>     |
|---|---------------------|
| 1A-1 Increase sales by 3%                         | Within one month    |
| 1A-2 Review marketing budget                      | As soon as possible |
| 1A-3 Implement new marketing programs             | As soon as possible |
| 1B-1 Obtain mailing list for Lawyers /Accountants | Within one month    |
| 1B-2 Create direct mail piece for above           | Within one month    |
| 1B-3 Schedule mailings to Lawyers/Accountants     | Within one month    |

| <b>TASK</b>   | <b>DEADLINE</b>     |
|---|---------------------|
| 1C-1 Create a marketing calendar with all activities scheduled                                | Within one month    |
| 1C-2 Block out time to prepare and send mailings  | Within one month    |
| 2A-1 Meet with graphic artist to discuss new service brochure                                 | Within three months |
| 2A-2 Outline copy ideas for new brochure  | Within three months |
| 2A-3 Meet with graphic artist to discuss other materials (ads, etc)                           | Within one month    |
| 2B-1 Create a list of FAQ's (frequently asked questions) to distribute to clients.            | Within six months   |
| 2B-2 Conduct an informal client survey to find out topics they would like to know more about. | Within six months   |
| 2B-3 Research the feasibility of conducting a seminar   | Within nine months  |
| 2C-1 Work with graphic artist to incorporate sell-line into materials.                        | Within one month    |
| 3A-1 Locate network groups in the area.   | Within one month    |
| 3A-2 Visit several network groups to find right fit   | Within six months   |
| 3A-3 Join a network group   | Within nine months  |

**TASK****DEADLINE**

|      |   |                    |
|------|---|--------------------|
| 3B-1 | Create details of customer incentive program          | Within 3 months    |
| 3B-2 | Meet with graphic artist to design<br>incentive piece | Within 4 months    |
| 3B-3 | Implement customer incentive program                  | Within 5 months    |
| 3C-1 | Meet with graphic artist to design<br>referral piece  | Within 3 months    |
| 3C-2 | Send out mailing to all current customers             | Within 6 months    |
| 3C-3 | Send out follow-up mailings                           | Every three months |

**Choose dates throughout the course of the year where you can evaluate the progress of attaining your goals.**

**Review****Date**

|             |             |
|-------------|-------------|
| 1st Quarter | April 3rd   |
| 2nd Quarter | July 1st    |
| 3rd Quarter | October 2nd |
| 4th Quarter | January 3rd |

## **IV. STRATEGIES**

### **Choose Your Marketing Tools**

#### **Primary Paid Advertising Mediums**

*Direct Mail - Several different mailing pieces:*

- (a) Standard brochure - focusing in on service
- (b) Targeted piece for Lawyers and Accountants
- (c) Customer incentive program
- (d) Current Customer referral piece
- (e) Educational pieces.. "Frequently Asked Questions (FAQ's)

*Newspaper-* Weekly ads in the local business paper

*Magazines -* Ads in Accountant and Lawyers industry magazines

Ads in monthly business publication

#### **Non-traditional media/Special promotions**

Back-end marketing - Free educational piece for new customers (FAQ piece)

Ad specialties - Mouse Pads for all current and new customers (holiday gift)

Seminars - Need to investigate more (conduct client survey to find topic).

Trade Show -Booth at local Chamber of Commerce event

Special Events - Customer Appreciation Event in late fall.

## Marketing Communications Platform

*Our message will adhere to these rules:*

- a) Concentrate on one concept or idea (Generally your USP)
  - "computer repair as easy as ABC"
  
- b) Stress the benefits rather than the features.
  - Customer will understand what we are fixing and why
  - Save time with our free pick-up/delivery or on-site emergency service
  - Reasonable prices
  
- c) Be consistent from ad to ad.
  - All ads will be designed by same graphic artist. Using same color scheme.
  - Sell-line will be used under logo in all materials.
  
- d) Evoke a response from the customer.
  - Always offer a free educational booklet (FAQ piece) or free consultation.
  
- e) Don't experiment with one ad, then declare that it doesn't work.
  - We will commit to our program for at least one year.

## **V. TACTICS**

### **Develop a one-year (or longer) Campaign**

We will start with a one-year plan (see calendar)

### **Media rationale**

Direct mail was chosen because of its ability to reach the kinds of customers (lawyers, accountants) in a specific geographic manner. We can acquire the list for these types of customers by zip code in a twenty mile radius.

The newspaper and magazine ads will help support the direct mail and will be targeted to business readers in our geographic region. Since cost prohibits us to direct mail to all businesses in our geographic area, these ads will allow us to have a continual presence in our city.

### **When will you initiate the campaign?**

January 1st.

**Marketing Calendar**  
**ABC Computer Repair**

| <b>Date</b>                    | <b>Activity</b>   |
|--------------------------------|---|
| Week of Dec. 9<br>magazine ads | Meet with Graphic Designer to create newspaper and              |
| Week of Dec. 16                | Finalize copy for newspaper and magazine ads                    |
| Week of Dec. 23                | Designer to complete newspaper and magazine ads                 |
| Week of Jan. 1                 | 1/8 page Newspaper Ad- local business paper                     |
|                                | Meet with Graphic Designer to create Lawyer/Accountant<br>piece |
|                                | Obtain mailing list for Lawyers and Accountants                 |
| Week of Jan. 8                 | Layout Lawyer/Accountant piece by Graphic Designer              |
|                                | 1/8 page Newspaper Ad- local business paper                     |
|                                | 1/4 Page ad in Law Journal                                      |
|                                | Locate ten network groups in area                               |
| Week of Jan. 15                | 1/8 page Newspaper Ad- local business paper                     |
|                                | Proof layout Direct Mail #1                                     |
|                                | 1/4 Page ad in Accounting Today                                 |
|                                | Visit Network Group # 1   |
| Week of Jan. 22                | Print Direct Mail # 1 piece                                     |
|                                | 1/8 page Newspaper Ad- local business paper                     |
|                                | Visit Network Group # 2   |

|                 |  |
|-----------------|--|
| Week of Jan. 29 | 1/8 page Newspaper Ad- local business paper<br>Address and Stamp Direct Mail #1<br>1/4 page magazine ad- Business Monthly<br>Visit Network Group # 3                                     |
| Week of Feb. 4  | Send Direct Mail #1 to Lawyers/Accountants<br>1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal<br>Meet with graphic designer to discuss service/repair brochure |
| Week of Feb. 11 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today<br>Visit Network Group # 4  |
| Week of Feb. 18 | 1/8 page Newspaper Ad- local business paper<br>Visit Network Group # 5<br>Outline Details of Customer Incentive Program  |
| Week of Feb. 25 | 1/8 page Newspaper Ad- local business paper<br>Visit Network Group # 6<br>Proof service/repair brochure<br>1/4 page magazine ad- Business Monthly  |
| Week of Mar. 2  | 1/8 page Newspaper Ad- local business paper<br>Visit Network Group # 7<br>* Print service/repair brochure  |



|                 |   |
|-----------------|---|
| Week of Mar. 9  | <p>1/8 page Newspaper Ad- local business paper</p> <p>1/4 Page ad in Law Journal</p> <p>Visit Network Group # 8</p> <p>Meet with Graphic Artist to discuss referral piece</p>   |
| Week of Mar. 16 | <p>1/8 page Newspaper Ad- local business paper</p> <p>1/4 Page ad in Accounting Today</p> <p>Visit Network Group # 9</p>  |
| Week of Mar. 23 | <p>1/8 page Newspaper Ad- local business paper</p> <p>Visit Network Group # 10</p> <p>Meet with Graphic Designer to discuss customer incentive piece</p> <p>Proof referral piece</p> <p>1/4 page magazine ad- Business Monthly</p>          |
| Week of Apr. 1  | <p>1/8 page Newspaper Ad- local business paper</p> <p>REVIEW MARKETING PLAN</p> <p>* Print referral piece</p>   |
| Week of Apr. 8  | <p>1/8 page Newspaper Ad- local business paper</p> <p>1/4 Page ad in Law Journal</p> <p>Meet with Graphic designer to discus FAQ piece</p> <p>Proof customer incentive piece</p> <p>Obtain updated mailing list for Lawyers/Accountants</p> |
| Week of Apr. 15 | <p>1/8 page Newspaper Ad- local business paper</p> <p>1/4 Page ad in Accounting Today</p> <p>Print customer incentive piece</p> <p>Address and stamp Direct Mail #2 to Lawyers/Accountants</p>  |

|                 |  |
|-----------------|--|
| Week of Apr. 22 | 1/8 page Newspaper Ad- local business paper<br>Send Direct Mail #2 to Lawyers/Accountants<br>Proof FAQ piece   |
| Week of Apr. 29 | 1/8 page Newspaper Ad- local business paper<br>Print FAQ piece<br>1/4 page magazine ad- Business Monthly   |
| Week of May.4   | 1/8 page Newspaper Ad- local business paper<br>Write informal survey for customers regarding education topics  |
| Week of May. 11 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal<br>Mail out FAQ piece to existing clients and hot prospects                |
| Week of May. 18 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today<br>Conduct informal phone survey with existing clients                |
| Week of May. 25 | 1/8 page Newspaper Ad- local business paper<br>1/4 page magazine ad- Business Monthly  |
| Week of Jun. 2  | 1/8 page Newspaper Ad- local business paper<br>Start process of possibility of producing a seminar<br>(based on what was learned from client survey) |
| Week of Jun. 9  | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal  |
| Week of Jun. 16 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today<br>Mail out referral piece to current clients                         |

|                 |   |
|-----------------|---|
| Week of Jun. 23 | 1/8 page Newspaper Ad- local business paper<br>Booth at Chamber of Commerce Event<br>1/4 page magazine ad- Business Monthly                   |
| Week of Jul. 1  | REVIEW MARKETING PLAN<br>1/8 page Newspaper Ad- local business paper  |
| Week of Jul. 8  | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal   |
| Week of Jul. 15 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today  |
| Week of Jul. 22 | 1/8 page Newspaper Ad- local business paper<br>Obtain updated mailing list Lawyers/Accountants  |
| Week of Jul. 29 | 1/8 page Newspaper Ad- local business paper<br>Address and Stamp Direct Mail #3 Lawyers/Accountants<br>1/4 page magazine ad- Business Monthly |
| Week of Aug.4   | Send Direct Mail #3 to Lawyers/Accountants<br>1/8 page Newspaper Ad- local business paper   |
| Week of Aug. 11 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal   |
| Week of Aug. 18 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today<br>Meet with Graphic Designer to create Customer Event invites |
| Week of Aug. 25 | 1/8 page Newspaper Ad- local business paper<br>Join a network group by now<br>1/4 page magazine ad- Business Monthly                          |

|                 |  |
|-----------------|--|
| Week of Sep. 2  | Proof Invites for Customer Appreciation Event<br>1/8 page Newspaper Ad- local business paper   |
| Week of Sep. 9  | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal  |
| Week of Sep. 16 | Information for Yellow Pages Ad to Graphic Designer<br>1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today<br>Print Customer Appreciation Event invites |
| Week of Sep. 23 | 1/8 page Newspaper Ad- local business paper<br>1/4 page magazine ad- Business Monthly  |
| Week of Oct. 1  | REVIEW MARKETING PLAN<br>Address and Stamp Customer Appreciation Event invites<br>1/8 page Newspaper Ad- local business paper  |
| Week of Oct. 8  | 1/8 page Newspaper Ad- local business paper<br>Mail Out invites for Customer Appreciation Event<br>1/4 Page ad in Law Journal  |
| Week of Oct. 15 | Make final corrections on Yellow Pages Ad<br>1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today  |
| Week of Oct. 22 | 1/8 page Newspaper Ad- local business paper<br>Order Mouse Pads to give for holiday gift   |
| Week of Oct. 29 | Customer Appreciation Event<br>1/8 page Newspaper Ad- local business paper<br>1/4 page magazine ad- Business Monthly   |

|                 |   |
|-----------------|---|
| Week of Nov. 4  | 1/8 page Newspaper Ad- local business paper   |
| Week of Nov. 11 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal   |
| Week of Nov. 18 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today<br>Obtain updated mailing list Lawyers/Accountants |
| Week of Nov. 25 | 1/8 page Newspaper Ad- local business paper<br>Address and Stamp Direct Mail #4<br>1/4 page magazine ad- Business Monthly         |
| Week of Dec. 2  | 1/8 page Newspaper Ad- local business paper<br>Send Direct Mail # 4 Lawyers/Accountants   |
| Week of Dec. 9  | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Law Journal<br>Send Mouse Pad to customers for Holiday Gift         |
| Week of Dec. 16 | 1/8 page Newspaper Ad- local business paper<br>1/4 Page ad in Accounting Today  |
| Week of Dec. 23 | 1/8 page Newspaper Ad- local business paper<br>1/4 page magazine ad- Business Monthly   |

Week of Jan. 1                      REVIEW MARKETING PLAN

\* Possibly print referral piece, customer incentive piece, and FAQ piece all at one time to save money.

\* Direct Mail #1-4 is the same piece mailed four different times throughout the year.

## VI. BUDGET

### Determining What To Spend on Marketing

#### 1) Percentage of Sales.. (2 ways)

- a) Last year's
- b) Projected

#### 2) By Task

- a) Determine the task and associate a cost to it.
- b) Can you afford to invest in the task? (Prioritize each task)

I have laid out my ideal marketing calendar and estimated costs for all of the tasks (using method # 2. By Task). I have come up with a marketing budget of \$24,730. This will be approximately 6.59% of what I project my sales to be if I implement this plan. I am comfortable with this figure and believe that it is conservative.

Below is the actual budget broken out by month and task

### ABC Computer Repair Budget

Income Projection (35% Increase) Total \$375,000

Marketing Budget \$24,730 (6.59% of Total Revenue)

|                  | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Total    |
|------------------|---------|---------|---------|---------|---------|---------|----------|
| Newspaper        | \$300   | \$300   | \$300   | \$300   | \$300   | \$300   | \$1,800  |
| Mailing lists    | \$250   |         |         | \$250   |         |         | \$500    |
| Yellow pages     | \$200   | \$200   | \$200   | \$200   | \$200   | \$200   | \$1,200  |
| Law Journal      | \$250   | \$250   | \$250   | \$250   | \$250   | \$250   | \$1,500  |
| Accounting Today | \$275   | \$275   | \$275   | \$275   | \$275   | \$275   | \$1,650  |
| Business Monthly | \$350   | \$350   | \$350   | \$350   | \$350   | \$350   | \$1,750  |
| Events/promotion |         |         |         |         |         | \$150   | \$150    |
| Postage          |         | \$320   |         | \$320   | \$200   | \$200   | \$1,040  |
| Design fees      | \$700   | \$400   | \$800   | \$400   |         |         | \$2,300  |
| Printing         | \$400   |         | \$300   | \$1,200 |         |         | \$1,900  |
| Monthly total    | \$2,725 | \$2,095 | \$2,475 | \$3,545 | \$1,575 | \$1,725 | \$13,790 |

|                  | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Total    |
|------------------|---------|---------|---------|---------|---------|---------|----------|
| Newspaper        | \$300   | \$300   | \$300   | \$300   | \$300   | \$300   | \$1,800  |
| Mailing lists    | \$250   |         |         |         | \$250   |         | \$500    |
| Yellow pages     | \$200   | \$200   | \$200   | \$200   | \$200   | \$200   | \$1,200  |
| Law Journal      | \$250   | \$250   | \$250   | \$250   | \$250   | \$250   | \$1,500  |
| Accounting Today | \$275   | \$275   | \$275   | \$275   | \$275   | \$275   | \$1,650  |
| Business Monthly | \$350   | \$350   | \$350   | \$350   | \$350   | \$350   | \$2,100  |
| Events/promotion |         |         |         | \$150   |         | \$150   | \$300    |
| Postage          |         | \$320   |         | \$320   |         | \$320   | \$960    |
| Design fees      |         | \$400   |         |         |         |         | \$400    |
| Printing         |         |         | \$150   |         |         |         | \$150    |
| Monthly total    | \$2,725 | \$2,095 | \$2,475 | \$3,545 | \$1,575 | \$1,725 | \$13,940 |
| Yearly total     |         |         |         |         |         |         | \$24,730 |

2008-2009

## Tracking

*What tracking devices will you implement to gauge the effectiveness of your marketing?*

A) Call-in Log for our receptionist

B) Ad Codes on each ad

C) Reply Cards on all direct mail pieces

*What do you need to do operationally (in-house) to guarantee accurate tracking?*

Train all key employees on the tracking system.