Date 12/20/2022

Tactical Marketing Plan

Goal: develop a coarse of action for marketing

# Tactical Marketing Plan

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| Plan Overview |

| Practice: | Name  |
| --- | --- |
| Name of Campaign: | Google Adwords  |
| Budget | $800 per month |
| Contractor | Third Marble |

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| Objective |

The goal is to generate leads from Google for our credit card reduction service. Overall we aim to generate $1,000 a month in profit, which means we must have a total income of $1,800 per month to cover all costs.

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| Target Market |

In this section, you need to define your current customers and the potential customers you want to target.

### Product Demographics

Product is focused on medium sized businesses that currently take credit cards at their business.

### Target Contact Demographics

Owner, CEO, CFO, Controller.

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| Message Summary |

We help businesses lower their major expenses by providing a free audit on their expenses. This audit will allow for businesses to lower expenses for free with no money out of pocket.

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| Call to Action |

Free credit card audit. Lower business expenses for free. Lower business credit card processing fees without changing your provider.

### What is the desired outcome?

My goal is to organize, develop and create a marketing output that yields results in the form of new leads coming into ADI ADVISER GROUP.

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| Process |

### tHE CURRENT METHODS

GOOGLE ADWORDS

DIRECT EMAIL CAMPAIGN TO DEALERSHIPS (FROM LIST)

### Prospecting Mechanism

ADWORDS: Work with Third Marble to create Exact and phrase match keywords directed at helping businesses lower their credit card processing fees.

DIRECT MAIL CAMPAIGN: Work with Fiverr contractors to develop generated emails that are directed towards dealerships and helping them lower their expenses. Both in a general sense, and that of directly focusing on lowering credit card fees.

### Pre-event Follow-up

Collect all emails for dealerships via DEALERRATER.COM . Storing them in Constant Contact.

Focus on tracking all engagements via Constant Contact prospect engagements, develop follow up emails for click throughs.

Utilizing Mail Chimp for one inbound Landing Page. Utilizing its tracking features to accurately manage and track clicks and customers who interact with landing page info section.

### Post-event Follow-up

Develop follow up emails for click throughs for all information collected on Constant Contact.

Follow up with phone calls and email series.

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| Opportunity Qualification Process and Criteria |

Currently, we work to identify opportunities through what defines a good target customer. Dealerships are good customers because they typically utilize a good product fit for our offerings. After finishing email series and data collection on dealerships we will move towards school systems in all states except Michigan. With a focus on Tenurgy for them.

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| Project Plan  |

### Marketing Resources

| Third Marble | Develop Google Ads |  |
| --- | --- | --- |
| Fiverr  | Develop landing pages and email writing  |   |
| DEALERRATER |  Generate email from dealerships |   |
|  |  |   |

### Budget

Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.

* Google Adwords
	+ $800 per month
* Constant Contact
	+ No cost in emailing

### Metrics and Expectations

* Generate 6 (six) leads per week.

Define all metrics and expectations.

Overall,

After writing this out I am realizing that the A/B testing should be on the cost return for Google compared to the collection of emails and running direct email campaign through Constant Contact.