



**Online  
Marketing  
Academy**

## **Session 1: Creating Your Marketing Plan & Your Brand Promise**



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# Brought to You By



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# Our Mission With This Course:

*Guide you to Write Your Own Marketing Plan  
and increase your Online Marketing Skills*



- Each month you will receive a PDF copy of the presentation & Homework assignment
- You will get out of it what you put in
- If you have questions: let me know!



# What We'll Cover Today

**Industry Trends**

**The Importance of a Plan & How You'll Use it**

**Bringing Your Assets Together**

- Do they align?
- Do they tell the story you want?

**Outline of Your Marketing Plan**

- Making it your own
- Section by Section breakdown

**For Inspiration: Questions to ask yourself**

**Creating Your Brand Promise**

**Your Homework**



# Media Use is Changing



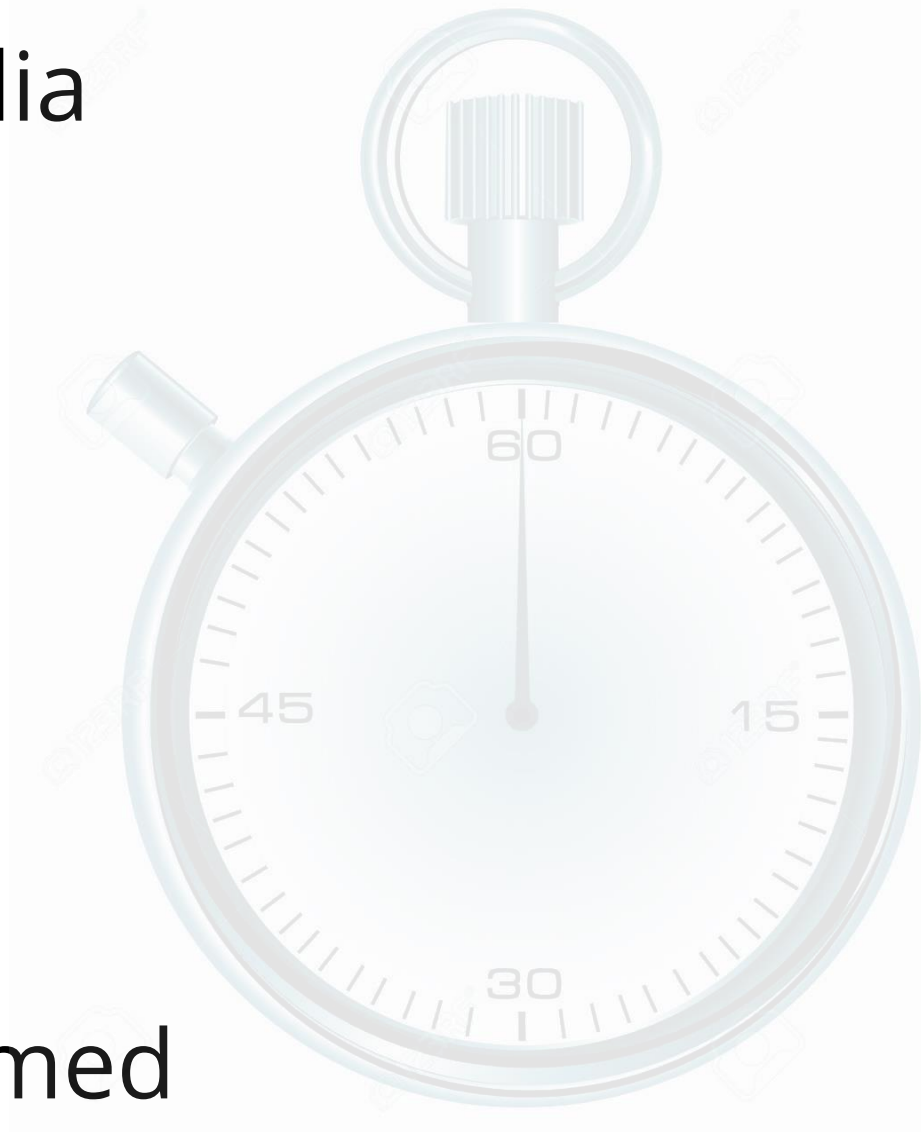
# Marketing is Much More Complicated Than It Used to Be



There is more media  
created in

**60**  
**SECONDS**

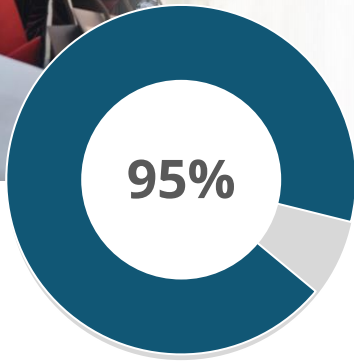
Than can be consumed  
in a *lifetime*



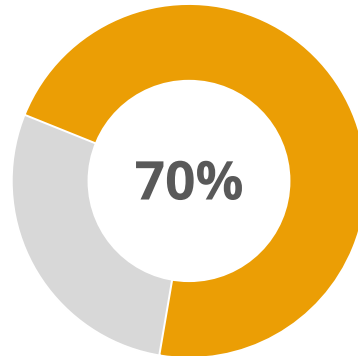
# What Today's Consumer Expects



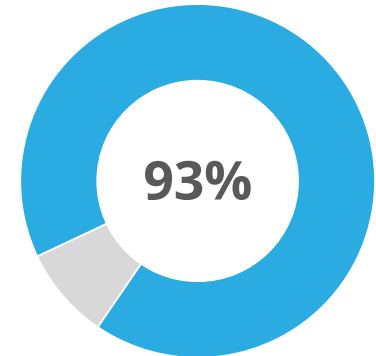
- ✓ To be heard, and *responded to* wherever they are
- ✓ To have a *relationship* with businesses
- ✓ For businesses to *know* them



Of Millennials expect  
**Customer Support** on  
Social Media



Ages 45-60 expect  
support on **at least 3**  
**social networks**



of consumers say **social**  
**influences purchase**  
**decisions**

# What SMBs are doing

According to Borrell Associates, SMB digital marketing services spend in 2020

is set to reach **\$808 billion**



## Social Media Rises to top: 21% of spend *more than any other channel*

Locally targeted social media has become one of the top media channels for SMBs with fewer than 100 employees both in terms of usage and spending



## 81% of SMBs Utilizing Social Media

Social even more important to "hyper growth" companies, 91% said social media helped "increase awareness" of their brand, while 82% said it helped them generate "new leads."



## Social Media Management Fastest Growing Segment

Social Media Management is fastest growing segment of SMB marketing locally and at national levels, growing **247% between 2016 and 2020**



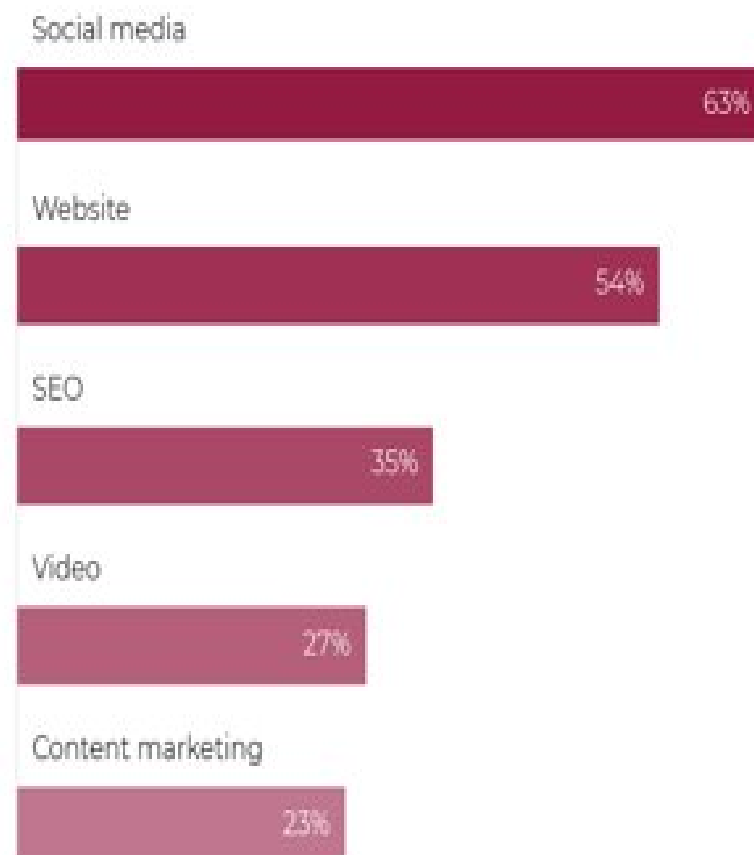
## TOP 6 DIGITAL MARKETING CHANNELS FOR SMALL BUSINESSES



Not all answer choices shown  
N = 304 small businesses that invest in digital marketing  
Source: The Manifest 2019 Small Business Digital Marketing Survey



## DIGITAL MARKETING CHANNELS SMALL BUSINESSES WILL INVEST IN MORE



Not all answer choices shown  
N = 288 of small businesses that plan to invest more in digital marketing in 2019  
Source: The Manifest 2019 Small Business Digital Marketing Survey



# Before 2008



SMBs saw **8** Reps  
/ Month

# Today



SMBs are called  
on by **39**  
Reps / Month

# Business Owners are OVERWHELMED



# The Importance of a Plan

The most successful businesses have a **mix** of types of **content** and **calls to action**

- Know your **goals**
- Priority Setting
- The right channels: *where is your customer?*
- The right message, at the right times
- Motivate your customer and prospects through the buyer's journey
- Content assets: text, images, video
- Coordinating with offline marketing, offers, events and messaging

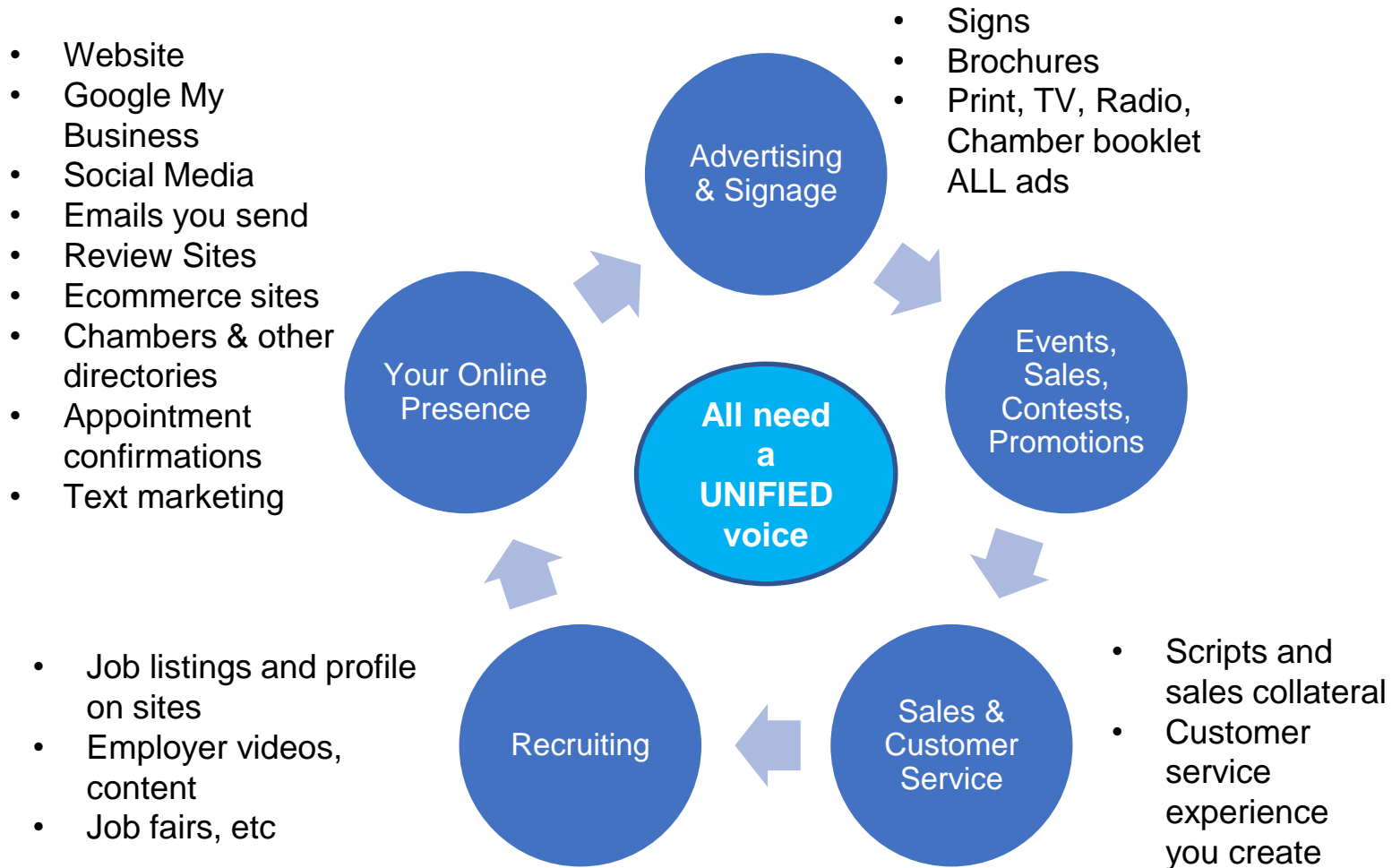


# How You Will Use a Plan

The most successful businesses have a **mix** of types of **content** and **calls to action**

Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> (these metrics illuminate your current and potential audience)	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> (these metrics show how audiences are interacting with your content)	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> (these metrics demonstrate the effectiveness of your social engagement)	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> (these metrics reflect how active customers think and feel about your brand)	Testimonials, social media sentiment, etc.

# Step 1: Bring **All Aspects** of Marketing your business together



# Outline of Your Marketing Plan



# Outline of Your Marketing Plan

- **Executive Summary:** What is your goal with your marketing plan?
- **Mission Statement:** What's your company's "why"?
- **Trackable Goals:** How will you measure success? Which key performance indicators are you focusing on?
- **Situation Analysis:** What's your industry look like in the next five years and how is your company adapting?
- **SWOT Analysis:** Strengths, weaknesses, opportunities, and threats in the market and in comparison to competitors
- **Target Market:** Who are your current and potential customers?
- **Buyer Personas:** Similar to your target audience but with more detail and insights.
- **Brand Promise & Unique Selling Proposition:** What do you offer & how are you different?
- **Promotion/Distribution Strategy:** How are you going to reach and convert your target customer? Break this down into Offline and Online marketing, advertising
- **Measuring Results, Who Does What, Tactics & Priority Setting**

# Section Details: Executive Summary

What are you setting out to do? Define that in 3-4 sentences. This should be a high level overview that answers:

- What you're trying to accomplish
- Where are you at right now
- What needs to change
- How will you make that happen?

While this is the first page of your marketing plan, it should be the last one written so you can summarize all the information and strategies your team came up with

# Make it Your Own

# MAKE IT YOUR OWN

- As long or short as you like
- It's a living document - update tactics quarterly - monthly
- Go into detail where it matters to you!

# Section Details: Mission Statement

- What's your company's mission or "why"?
- Why are you in business and what problem can you help people solve?



# Section Details: Trackable Goals

Which key performance indicators, or KPIs, are you looking to pay attention to for each channel? This will help you narrow in on what your focus will be and track the success of your ecommerce marketing objectives.

- How much revenue growth are you seeking?
- Penetrating any new markets?
- For email marketing, common KPIs are open rate and click through rate
- For content marketing, typical KPIs are through your analytics platform and track page visits, bounce rate, time on page, organic traffic, and conversions
- For social media marketing, you can focus on number of lead conversions generated, number of customer conversions generated, and percentage of traffic associated with social media channels

# Section Details: Situational Analysis

- What is your general situation for your company?
- What does your market share look like?
- What is the outlook in the next five years?
- Where is your revenue coming from?

Questions similar to these should be the backbone to your marketing plan and can give your team perspective on the landscape for your business and overall industry



# Section Details: SWOT Analysis

A **SWOT analysis** stands for: strengths, weaknesses, opportunities, threats.

SWOT analysis' give insight into how your company ranks up against competitors. It helps to answer questions like the following:

- What's the landscape look like for your business?
- What are you good at and what can you be better at?
- What are your competitors doing that you can consider adding to your ecommerce marketing plan?
- What are your customers looking for in the future?

## SWOT ANALYSIS



# Section Details:

## Target Market & Customer

- Who do you WANT to target?
- Who are you reaching currently?
- Who is your IDEAL customer?
- Get specific about their demographics, geography, income, education, what they are motivated by, etc.
- What about you appeals to them?
- How do they buy?



# Section Details: Buyer Personas

**Buyer personas** are mock personalities for shoppers who will be buying your products. These can help tie into your content and overall marketing strategy. We like to focus on the following:

- Name
- Bio: Age, industry, title, gender, story of who they are and what they do
- Head: What do they think? What do they need to know?
- Heart: Why do they care? What motivates them? Where are their pain points?
- Gut: What do they fear? What are possible barriers for them?
- Feet: When are they looking? What would spur them to action?
- Always: One thing we must always remember?
- Never: One thing we must NEVER do?

# Section Details:

## Promotion & Distribution Strategy

- Where will you advertise
- What platforms and channels will you use online and offline to promote your business?
- Ideally, you'll breakdown your entire traditional and digital marketing efforts here
  - Paid
  - Organic
- Be specific here on what you want to focus on and where you want to grow
- Setting priorities and resource allocation
- Measuring Results

# What is Brand Promise?





For  
INSPIRATION

# This is All About You





**What's your story?**

# Seven Universal Story Points

1. A character
2. Has a problem
3. And meets a guide
4. Who has a plan
5. And calls them to action
6. That helps them avoid failure
7. And ends in success

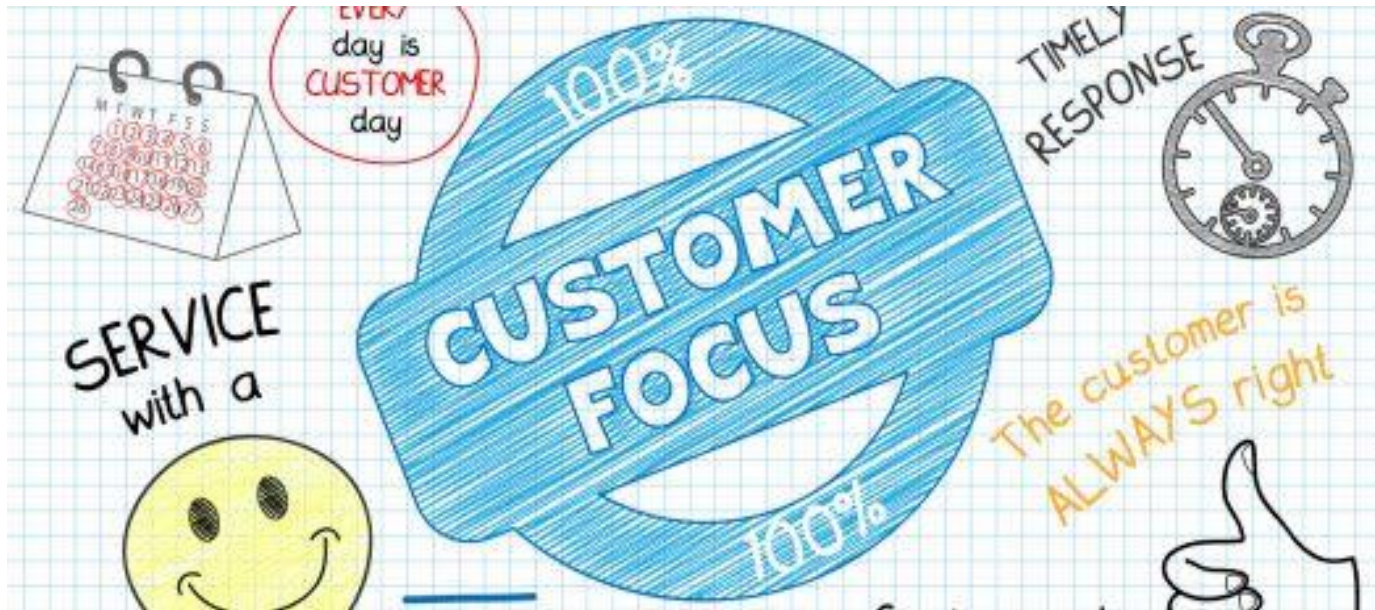
.....*can we do that for your business?*

# It all Starts With....A Character (your customer)



Who is yours?

# Who Has a Problem



- Successful Companies attend to inner frustrations of customers, and address their needs
- Do you **truly understand** their needs?
- **How do you address** your customers' needs?
- How are you a **resource**?

# And Meets a Guide: (*Hint, it's YOU*)



- How are you a **resource** for your customers?
- How are you ***uniquely qualified*** to be their guide?

# Who Has a Plan



- What is **the plan** you give your customers?
- What **tools** do you offer them?
- How do you *help* your customers?
- Use **their language**, not yours

# And Calls Them To Action



- How do you get the customers to **take action**?
- What do you help them accomplish?

# That Helps Them Succeed

- How does your work **help your customers succeed?**
- Use their language, not yours



# Building Your Brand Promise:

## 1. Complete the sentence:

- The ONLY \_\_\_\_\_
  - WHAT For Harley Davidson: “The ONLY motorcycle manufacturer....”
- THAT \_\_\_\_\_
  - CATEGORY For Harley Davidson: “that makes big loud motorcycles....”
- FOR \_\_\_\_\_
  - WHO/CUSTOMER For Harley Davidson: “for macho guys (or macho wannabes)....”
- IN \_\_\_\_\_
  - MARKET/GEOGRAPHY For Harley Davidson: “mostly in the United States....”
- IN AN ERA WHEN \_\_\_\_\_
  - WHEN/TREND For Harley Davidson: “in an era of decreasing personal freedom”

# Building Your Brand Promise

**2. My Customers value:** (e.g freedom, social status, convenience, saving money, being hip etc)

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**3. Emotional Draw:** How this makes people feel (e.g altruistic? empowered? smart? techy? inspired? )

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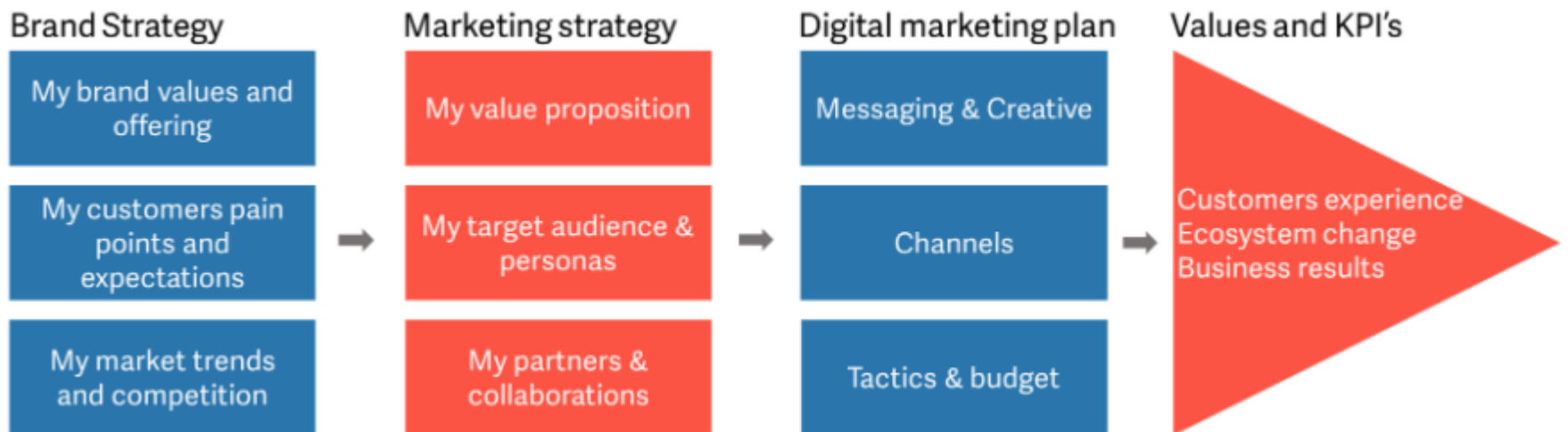
**4. Your Message:** How you position this (e.g “You’ll be ahead of the curve if you integrate \_\_\_\_ into your life” )

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# From Story To Glory





For  
INSPIRATION

# Questions to Ask Yourself



- My reason for existence
- What sets my business apart?
- What's most important to my ideal customer when they are buying what I'm selling?
- What are the top 3 things to get me there?
- How much will each program contribute to my revenue/profitability?
- What will trigger my ideal customer to think of me?
- Programs to run to reach my goal
- How much money will I need to get it done?
- What does success look like to me?

# Your Homework

- Inventory your assets
- Create your marketing plan template framework
- What is your Brand Promise?
- Go through the story exercise, does it help you synthesize your messages?



# Have Questions?

## We Can Help!

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