

FREE EBOOK

6 Sample Marketing Plans

for your Small Business

ThriveHive

Marketing for the small business owner can be overwhelming. You have a limited budget and limited time. There are so many marketing activities out there: Email, Direct Mail, Facebook, Twitter, Pinterest, Angie's List, LinkedIn, Directories, SEO, SEM, and all the other acronyms.

Which ones are the right activities for your business? How often should you do these things to grow your business? Establishing your businesses goals, determining how much time and budget you have and then creating a marketing plan to meet those goals will answer these questions.



This guide contains 6 sample marketing plans for 6 different time/ budget/growth factors. Find one that is close to your business and use itas a guide to build your plan that facilitates your marketing goals. Remember, marketing is an investment in your company and takes consistent hard work, but if you stick to a plan you will see the results you want. Your marketing plan will evolve as your goals change and your business grows. You should update it periodically as you start engaging in more marketing activities and measuring your results.

Just as every business is different, its marketing should be unique as well. These samples are simply a starting point, for you to adapt to your own needs, constraints, and goals. Use the questions below to find the sample plan that best fits your business at this time:

Are you a New Business?

If you are a young company that is getting started, you need to determine how much budget and time you can put into your marketing.

- *"I have significant time, but no budget."*

  PLAN 1

- *"I have some time and some budget."*

  PLAN 2

- *"I have significant time and budget."*

  PLAN 3

Are you an Established Business?

If you are an established business, you need to determine what marketing goals are realistic for your business.

- *"I'd like to get started with marketing."*

  PLAN 4

- *"I want to supplement my steady growth with additional marketing."*

  PLAN 5

- *"I'm ready to grow aggressively through marketing."*

  PLAN 6

Find the plan that is the best starting point for your business, and modify it to make it your own.



For A New Business

Significant Time and Zero Budget

Goal: Launch and Grow with Minimal Spend

TOP 3 TO-DO'S

- *Setup tracking*
- *Establish digital foundation*
- *Initiate engagement*

Tracking

Put tracking in place for your new marketing activities

- Get a website. Eliminate public facing email addresses, and replace with contact forms on your website

Digital Foundation

Establish a online presence

- Submit online directory listings – Provide accurate, complete, and consistent information for Google My Business, Yelp, Bing Local, etc.
- Launch a website
- Start a blog
- Create accounts for Facebook, Twitter, Instagram, Google+, LinkedIn

eliminate public facing email addresses



Social Media

Build an audience and perform market research

- Observe target audience and industry leaders on social media to familiarize and learn
- Post twice daily, engage with followers, join and participate in local and industry groups
- Use local and industry hashtags to increase your reach



Search Engine Optimization

Optimize website to improve organic search rankings

- Identify keywords for relevancy and traffic
- Add keywords to site content, headings, image tags, and metadata
- Post to blog twice a week for site traffic



Promotion

Drive traffic and awareness to generate new leads

- Start an email newsletter with updates, products, and tips.
- Identify and establish relationships with partners and complimentary businesses with whom you can cross promote
- Host an open house where interested people can stop in, learn about your business, and sign up for your email list
- Attend 3 community events per month

submit accurate, complete, and consistent online listings



For A New Business

Some Time and Some Budget

Goal: Launch and Grow with Small Spend

TOP 3 TO-DO'S

- *Enhance tracking*
- *Increase online presence*
- *Generate leads*

Tracking

Use tracking of new and existing marketing to determine what is and is not effective

- Eliminate public facing email addresses, and replace with contact forms on your website
- Eliminate direct phone lines, and replace with tracked lines, to see where callers are seeing your number

Digital Foundation

Increase and enhance your online presence

- Submit online directory listings – Provide accurate, complete, and consistent information with a tracked phone number for Google My Business, Yelp, Bing Local, etc.
- Launch a website
- Start a blog
- Create a Facebook business page, and Twitter and Instagram accounts.

Social Media

Use social media to enhance engagement and brand awareness

- Post 1x daily to Facebook, Twitter, and Instagram.
- Offer discounts and coupons for customers who like your page or follow your accounts.
- Create and start using a custom company hashtag.
- Post pictures of company culture.

Search Engine Optimization

Optimize website to improve organic search rankings

- Put keywords into site content, headings photo tags, meta data.
- Post to blog twice a month.

Lead Generation

Generate prospective customers, online and off

- Reach out to partners or complimentary businesses with whom you can cross promote (2 per month).
- Start using AdWords with a modest budget to drive targeted traffic to your site.
- Host a local event, promote social media accounts and collect email sign-ups.



use your company culture to increase brand awareness



For A New Business

With Significant Time and Budget

Goal: Launch and Grow Aggressively with Significant Spend

TOP 3 TO-DO'S

- *Setup tracking*
- *Drive website traffic*
- *Convert leads*

Tracking

Enhance the tracking of existing marketing to better determine what is and is not effective

- Begin using Contact Us (web forms) and tracked phone lines to monitor the performance of your offline and online marketing (eliminate public facing email addresses and direct phone lines)

Digital Foundation

Establish a comprehensive online presence, become an online resource

- Submit online directory listings – Provide accurate, complete, and consistent information with a tracked phone number for Google My Business, Yelp, Bing Local, etc.
- Start a blog
- Create accounts on Facebook, Twitter, Instagram, Google+, LinkedIn, and Snapchat
- Add a promotional video to your homepage, upload it to YouTube, and promote on social media channels.



Social Media

Establish regular communication to maximize repeat and referral business

- Post twice daily, engage with followers.
- Promote offers, products, and blog posts
- Run a social media contest/giveaway
- Start engaging with micro-influencers
- Use hashtags to expand your reach



Search Engine Optimization

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, tags, meta data
- Post to blog twice a week
- Obtain high quality backlinks to your website (one per week).



Conversions

Increase the number of leads who become customers.

- Run a Google AdWords campaign with significant budget to increase the number of relevant visitors to your site
- Include a prominent call to action (CTA) on every page of your website (i.e. “Click Here to Schedule a Free Consultation”, or Click here to receive a free 20% off coupon”)
- Offer free trials, discounts for initial signups, and time limited sales
- Create unique landing pages for products and promotions



Promotions

- Run a targeted and tracked email campaign.
- Run a direct mail campaign with promotional postcards.
- Partner with local or complimentary business to run a promotion or sale.
- Host an event, hand out branded swag in exchange for signing up for your email list.



For an Established Business

Looking to Start Marketing

Goal: Start Marketing and Grow Leads

TOP 3 TO-DO'S

- *Setup tracking*
- *Clean up online presence*
- *Generate leads*

Tracking

Apply tracking to your existing marketing activities

- Eliminate public facing email addresses, and replace with contact forms on your website
- Replace direct phone line with unique tracked phone lines for each marketing channel

Digital Foundation

Polish up your online presence

- Review and update listings on Google My Business, Yelp, and Bing Local with accurate, complete, and consistent information
- Start a blog
- Create accounts on Facebook, Twitter, and Instagram

use tracked phone lines to see how people are finding you

Engagement

Establish regular communication with existing customers

- Start a monthly email newsletter with news, offers, and new products or services
- Use social media to build a fan base. Engage with and inform customers and followers daily to build relationships and stay top of mind
- Create rewards or promotions for repeat or referral business

Search Engine Optimization

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, image tags, and metadata
- Post to blog once a week

Promotion

Get more interested people to learn about your business

- Promote social media accounts on printed postcards
- Partner with a neighboring business to host a community event
- Include a prominent call to action (CTA) on every page of your website (i.e. "Click Here to Schedule a Free Consultation")

focus on engaging existing customers and building a fan base



For an Established Business

Looking to Steadily Grow

Goal: Steadily Grow with Modest Spend

TOP 3 TO-DO'S

- *Track marketing*
- *Build online presence*
- *Generate leads*

Enhance Tracking of Your Marketing

Start tracking existing and new marketing activities to identify what is most effective

- Eliminate public facing email addresses, and replace with contact forms on your website.
- Replace direct phone line with unique tracked phone lines for each marketing channel.

Digital Foundation

Establish a comprehensive online presence

- Review and update listings on Google My Business, Yelp, and Bing Local with accurate, complete, and consistent information.
- Start a blog.
- Create accounts on Facebook, Twitter, Instagram, LinkedIn, Google+.
- Build online reviews on Yelp and Google

build online reviews on Yelp and Google

Increase Engagement

Communicate regularly with past, present, and potential customers

- Start an email newsletter and encourage sign ups on social media and website.
- Promote blog posts across social media and in email newsletters.
- Use social media to express company culture.
- Reach out to with customers and followers daily, with engaging and informative posts, encourage them to use your hashtag and share your posts.

Search Engine Optimization

Optimize website to improve organic search rankings

- Add relevant keywords to site content, headings, image tags, and metadata.
- Post to blog twice a week.
- Start building back links to your site.

Generate Leads

Get more people to find and engage with your business

- Use AdWords with a modest budget to get more relevant website visitors
- Place at least one relevant call to action on every page of your site
- Create free eBooks and guides, and offer in exchange for contact information
- Run a sale, promote on social media and printed postcards.
- Run a social media contest
- Partner with a neighboring business to host a community event

Place at least one relevant call to action on every page of your site:

- *Click here for a free consultation*
- *Get new blog posts straight to your inbox.*
- *Subscribe here*
- *Get more details in this free eBook*

offer free content in exchange for contact information



For an Established Business

Looking to Aggressively Grow

Goal: Aggressively Grow with Significant Spend

TOP 3 TO-DO'S

- *Track marketing*
- *Improve online visibility*
- *Increase conversions*

Enhance Tracking of Your Marketing

Track existing and new marketing activities to determine what works

- Eliminate public facing email addresses, and replace with contact forms on your website
- Replace direct phone line with unique tracked phone lines for each marketing channel

Digital Foundation

Establish a comprehensive online presence

- Review and update listings on Google My Business, Yelp, and Bing Local with accurate, complete, and consistent information
- Start a blog
- Create accounts on Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest, and Snapchat
- Ask customers to submit online reviews on Yelp, Google, and Facebook
- Add testimonials and case studies to your website
- Create a promotional video for your homepage, upload to YouTube, promote across social media channels



Engagement

Establish regular communication with past, present, and potential customers

- Start an email newsletter and encourage sign ups on social media and website
- Post daily to social media with engaging and informative content; use hashtags
- Use social media to express company culture.
- Share micro-influencers' posts, reach out to them on their preferred platform.



Search Engine Optimization

Optimize website to improve search rankings

- Add relevant keywords to site content, headings, image tags, and metadata.
- Post to blog 2-3 times a week.
- Obtain high quality back links to your site.



Lead Generation

Increase the number of visitors who convert to a lead

- Promote blog posts with social media and email newsletters.
- Run contests or giveaways, promote sales on social media
- Add calls to action for website (free consultation, subscribe to blog, download content.
- Run an email campaign offering valuable content in exchange for contact info.
- Offer free trials, discounts for initial signups, and time limited sales.
- Host community, industry, or networking events with a place to sign up for your email list.



Conversion

Increase the number of leads who become customers.

- Run a Google AdWords campaign with significant budget to increase the number of relevant visitors to your site.
- Include one call to action (CTA) on every page that is relevant to that page's content.
- Create unique landing pages for all products and promotions
- Partner with a complimentary business and cross promote with a sale.



ThriveHive is an all-in-one Guided Marketing Platform that provides local businesses with a marketing plan, a professional website, and the tools and expertise to effectively manage all of your marketing efforts, all in one place.

See how ThriveHive can help your business grow!

Request a Demo (It's free!)

ThriveHive



SHARE THIS EBOOK