

Website Design | Website Development | App Development and more...!

Email: info@greatwebidea.com Phone: 206-451-3538

Document starts on next page.

Tip\* Press CTRL + F to easily search and replace YOUR\_COMPANY\_NAME with your Company name

**Marketing Plan**

1. **Marketing Vision –**
* ***YOUR\_COMPANY\_NAME***  is an online real estate website business.
* ***YOUR\_COMPANY\_NAME***  will rapidly gain market share by offering needed services, outstanding customer service, and reasonable prices.
* ***YOUR\_COMPANY\_NAME***  will focus on:
* *Marketing.*
* *Responsiveness*.
* *Quality.*
* *Creating.*
* *Retaining* *Customer Relations.*
* The primary revenue stream for the business can come from the sale of online real estate website services to the general public.
* ***YOUR\_COMPANY\_NAME***  is a company designed to become the market leader in web based services.
* Many companies have recently failed but the Internet is still poised to support online providers.
* Most of the businesses failed because of access to capital with an unproven business model and no true revenue streams.
* ***YOUR\_COMPANY\_NAME***  will overcome these problems with an easy to use website and an efficient system.
* ***YOUR\_COMPANY\_NAME ’s*** mission is to provide the finest and useful online real estate website services using the Internet to lower the consumer's cost.
* ***YOUR\_COMPANY\_NAME***  will exist to attract and maintain customers.
* ***YOUR\_COMPANY\_NAME ’s*** online real estate website services will exceed the expectations of the customers.
* ***YOUR\_COMPANY\_NAME***  will make a cumulative impact on the buying patterns of customers through the viral effect of its:
* *Marketing.*
* *Growing Sales.*
* *Membership.*
* *Increasing visibility in the community.*
* The marketing of ***YOUR\_COMPANY\_NAME***  will focus on providing value to the customers both through the online real estate website services sold and information provided through online outlets.
* As ***YOUR\_COMPANY\_NAME***  drives traffic to the site more advertisers can use the site as a way to promote the products they sell.
* ***YOUR\_COMPANY\_NAME***  can sell advertisement space and products placement for companies that are looking to connect with the demographic that ***YOUR\_COMPANY\_NAME***  has.
* ***YOUR\_COMPANY\_NAME***  will be dedicated to providing consistently high client satisfaction by rendering:
* *Excellent service.*
* *Pleasant atmosphere at a competitive price.*
* ***YOUR\_COMPANY\_NAME ’s*** *work environment will be one of respect for its clients and its community.*
1. **Goals –**
* **Personal goals for the CEO include:**
* *Maintaining steady work on marketing after launch, including 1 hour each morning, 6 days a week.*
* *Establishing personal relationships with other business owners and heads of relevant associations that can help* ***YOUR\_COMPANY\_NAME***  *in terms of visibility and direct referrals.*
* *Receiving a living wage from the business from launch, and increasing income from the business every year.*
* **Business goals include:**
* *Growing sales.*
* *Increasing referred customers.*
* **Tactical goals include:**
* *Establishing a thorough Web resource, as shown by the number of links to other sites.*
* *Establishing a useful email newsletter, as shown by the number of subscribers.*
* **Strategic goals include:**
* *Obtaining increased customer satisfaction, as shown by the growth of customer testimonials.*
* *Obtaining increased customer input into sourcing, as shown by the growth of member participation in advisory groups.*
1. **Purpose –**
* ***YOUR\_COMPANY\_NAME***  will grow its business in order to return profits to its CEO and founder, of course, but also to have a considerable impact on the online real estate website using habits of the area.
* ***YOUR\_COMPANY\_NAME ’s*** target market can be global.
* ***YOUR\_COMPANY\_NAME***  will emerge as the leading online real estate website platform provider specially designed to meet the needs of the customers and international online real estate website seekers.
* ***YOUR\_COMPANY\_NAME***  will be a place for online real estate website seekers to find the services that they need.
* ***YOUR\_COMPANY\_NAME***  will use a high impact marketing campaign that will drive a tremendous amount of traffic to the website.
1. **Picture –**
* ***YOUR\_COMPANY\_NAME***  is an online real estate website platform, where customers are not only treated with a smile and courteous attention, but enjoy the complete transparency of the process.
* A customer entering ***YOUR\_COMPANY\_NAME ’s*** website would immediately learn of YOUR\_COMPANY\_NAME ’s difference from the online real estate website clerk, and see this difference by reading the many profile cards on its suppliers.
* This experience can continue at check-out, when the customer learns of ways to share the website with others by being offered cards to take home and to join the membership program so that he/she and friends can all enjoy 10% discounts.
* Because using services at ***YOUR\_COMPANY\_NAME***  will mean high quality online real estate website services which is unique and makes the customer feel good.
1. **Market Needs –**
* ***YOUR\_COMPANY\_NAME***  will provide the customers with a comprehensive online real estate website platform.
* ***YOUR\_COMPANY\_NAME***  will provide its customers with a high quality online real estate website services.
* ***YOUR\_COMPANY\_NAME***  will seek to fulfill the following benefits that are important to their customers:
* **Professionalism:**
* *This is imperative as the service that* ***YOUR\_COMPANY\_NAME***  *provides is, in effect, a representation of the client corporation itself.*
* **Competitive pricing:**
* *The pricing scheme must be competitive to offer an incentive for the customer to outsource these services.*
* **Customer service:**
* *The customer must get the sense that all of their needs are being met, regardless how small or inconsequential it may seem.*
1. **Keys to success –**
* Continue the heritage by exceeding customer service expectations every time.
* Fast customer delivery.
* Well-trained employees.
* Selection.
* Exceed customer's expectations.
* Offer comprehensive, flexible services.
* Address market needs.
* Outstanding customer service.
* Consistently highest quality services.
* Efficient operations.
* Grow sales and diligently control expenses to become profitable.
* Maintaining and growing a market presence that will continue to keep production growing.
* Maintaining and expanding ***YOUR\_COMPANY\_NAME ’s*** current clientele base.
* High demand for the services offered.
* To have a friendly relationships with the customers.
* Maintaining a reputable and untarnished reputation in the community.
* Competitive pricing.
* Provide 100% satisfaction for the customers.
* Be an active member of the community.
* Encourage customer input.
* **Superior Customer Service:**
* *Provide reliable, high-quality online real estate website platform.*
* **Environment:**
* *Provide a clean, friendly, and comfortable environment conducive to giving professional trusting service.*
* **Convenience:**
* *Offering clients a wide selection of online real estate website services.*
* **Location:**
* *Provide an easily accessible location for customer convenience.*
* A program that will create customer loyalty.
* Superior products will promote customer loyalty.
* Advertisement.
* Strong Marketing Campaign.
* SEO Marketing to increase the traffic to ***YOUR\_COMPANY\_NAME ’s*** online website platform.
* Web traffic.
* Know ***YOUR\_COMPANY\_NAME ’s*** market.
* Pick the right advertising software platform for the business.
* Ensure sustainable profits.
* Build a long term relationships with customers.
* Build value, stability and high quality services.
* Competitive pricing in the overall general marketplace.
* Easy access to end-users, as the services will be available 24 hours a day via the Internet.
1. **Marketing Strategy –**
* The long-range goal of ***YOUR\_COMPANY\_NAME***  is to not only dominate the online real estate market, but to also create an icon brand.
* Initially, ***YOUR\_COMPANY\_NAME***  will:
* *Engage in Web-based marketing for the next year to generate awareness of* ***YOUR\_COMPANY\_NAME***  *and product information.*
* *Because Internet-based advertising has declined in recent quarters, the prices for advertising have consequently significantly dropped making the expenditure more cost effective.*
* *Engage in outdoor advertising providing general awareness to the public at large and direct individuals to* ***YOUR\_COMPANY\_NAME ’s*** *website.*
1. **Marketing Mix –**
* ***YOUR\_COMPANY\_NAME ’s*** marketing mix is comprised of the following approaches to:
* *Pricing.*
* *Advertising & Promotion.*
* *Customer Service.*
* **Pricing:**
* *The pricing structure will slightly undercut the national brands.*
* ***YOUR\_COMPANY\_NAME***  *will be able to do this by leveraging its efficient business model.*
* **Advertising and Promotion:**
* *Internet-based marketing as well as outdoor ads will be used.*
1. **Core Strategy –**
* The results which ***YOUR\_COMPANY\_NAME***  can hope to see from this marketing include:
* *A steady ability to charge prices which are significantly higher than big box online real estate website* *platform providers.*
* *A loyal following, shown by having individuals sign up for "****YOUR\_COMPANY\_NAME ’s*** *membership" in the first three years.*
* **Core Branding Elements:**
* The visual look of ***YOUR\_COMPANY\_NAME ’s*** brand will be supported by the following:
* *Use of this logo and color theme on all advertising materials, business cards, product description cards, and the exterior sign for* ***YOUR\_COMPANY\_NAME* .**
* *An informational website featuring the same logo and color theme, along with links to information about buying local and other businesses with the same mission.*
* *A Facebook page and email newsletter sharing the same logo and color theme.*
1. **Services Innovation –**
* ***YOUR\_COMPANY\_NAME***  will seek to expand its customer base:
* *Suspects (Those who may or may not be qualified to become buyers - i.e. the entire area): The website and an email newsletter available for sign-up on the website or via Facebook offers information on specials at the store as well as links to other local businesses that support environmentalism, local environmentalist activities, and advertisements for environmentalist groups.*
* *Prospects (Those who enter YOUR\_COMPANY\_NAME ): Small gift items can be offered to entice prospects to make a first introductory purchase.*
* ***YOUR\_COMPANY\_NAME ’s*** *logo and core message on the other side. These gift items can be wrapped in a recyclable gift bag for customers if desired.*
1. **Marketing Materials –**
* ***YOUR\_COMPANY\_NAME ’s*** marketing materials can include a marketing kit focused on businesses which can provide referrals.
* **The marketing kit can includes:**
* *Introductory letter from* ***YOUR\_COMPANY\_NAME ’s*** *management tailored to the specific recipient.*
* **Overview of the business:**
* *Mission.*
* *Business Model.*
* *Target Demographic of* ***YOUR\_COMPANY\_NAME* .**
* *Description of the referral program.*
* **Customer marketing materials can include:**
* *Store business card for general distribution and personal business card for managers.*
* *Profile cards featuring each supplier to be given out with purchases of that supplier's products.*
1. **Critical success factors –**
* You must know there will be other companies that have same interest as yours already and can be your competitors.
* What are their services?
* What are their prices?
* What are their prices compared to yours?
* What are their marketing methods?
* Are their methods better than yours?
* You have to know everything about your competitors, because your goal is to beat them and attract more customers to your company.
1. **Start-up Expenses –**
* Advertising Campaign.
* Marketing Campaign.
* PR Campaign.
* SEO Marketing.
* Flyers.
* Brochures.
* Business Cards.
* Legal.
* Utilities.
* Insurance.
* Business Licenses.
* Office space.
* Rent.
* Office Equipment.
* Office Furniture.
* Office Supplies.
* Computers.
* Desk.
* Chairs.
* Telephones.
* Telephones.
* Internet.
* Web Maintenance.
* Web Development.
* Web Design.
* Web Hosting.
* Salaries.
* Consultants.
* Employees.
* Mobile App Development.
* Mobile App Design.
* Mobile App Maintenance.
1. **Web Plan Summary –**
* ***YOUR\_COMPANY\_NAME ’s*** website can constitute a valuable resource to potential customers on its own by listing events, groups, and local businesses that serve the needs of our environmentally conscious target market.
* The website will create an association between ***YOUR\_COMPANY\_NAME ’s*** brand name and a deep, authentic interest in supporting local, environmentally-friendly businesses.
* **Pages of the website will include:**
* *About us - Mission and vision of the website.*
* *Supplier profiles (with the same stories found on the profile cards).*
* *Slideshow of products.*
* *Directions, hours, and contact information.*
* *Membership program description.*
* *Business referral program description.*
* *Organization listings of like-minded organizations.*
* *Business listings of like-minded businesses.*
* The website will be the key to the business. It must be well designed, user-friendly and fully operational at all times. The website will serve both business owners and consumers, so the design must be done by a hired professional with experience with these sites.
1. **Social Media Plan –**
* ***YOUR\_COMPANY\_NAME ’s*** Facebook Page can feature similar information to ***YOUR\_COMPANY\_NAME ’s*** website, with a few differences:
* *The Facebook Page will allow users to engage directly with YOUR\_COMPANY\_NAME by posting online real estate website likes, dislikes and ideas, which can be answered directly by the management.*
* *Users will be invited to become Fans of the Page in order to receive the email newsletter via Facebook and additional updates.*
* *Discussion topics will be posted by management about new online real estate website services.*

1. **Website Marketing Strategy –**
* ***YOUR\_COMPANY\_NAME ’s*** website address will be included a variety of printed marketing materials, including business cards and informational brochures.
* The website can feature testimonials of how YOUR\_COMPANY\_NAME exceeded the expectations of clients by providing care and premier services.
* **Customer testimonials:**
* *Posting customer testimonials regarding positive services will be an excellent marketing tool. These testimonials can be placed on the Website where they can be viewed by potential customers.*
* **Create a solid “About us” page:**
* *Typically, one of the top 10 most popular pages of any Website is the “About us” page. It provides personalized glimpse of YOUR\_COMPANY\_NAME and its owner. It is a very effective tool because people are simply curious. They want to know who is behind YOUR\_COMPANY\_NAME . More often than not, a potential client will select a company with a “real” person behind it, rather than a faceless company that does not provide even a little bit of personal information.*
* **Statistic, tracking, and analytics:**
* *Google is great resource for providing this type of information, since it is a primary search engine. In this day and age, this type of information is absolutely essential to any business no matter how large or small. By implementing this marketing strategy,* ***YOUR\_COMPANY\_NAME***  *can ascertain the following information:*
* *How many hits does the site receive?*
* *How many of these are from unique visitors?*
* *How are people finding the Website?*
* *What search terms are they finding YOUR\_COMPANY\_NAME under?*
* *Who is the average visitor?*
* ***YOUR\_COMPANY\_NAME ’s*** website can be printed on any marketing materials, including pamphlets and business cards, to be handed out or distributed to (big & small businesses) and organizations.
* Meeting with business bureaus in the area.
* Partnering with a high traffic website to offer ***YOUR\_COMPANY\_NAME ’s*** online real estate website platform.