



WEBCAST

Creating a roadmap for success

Generate revenue with your marketing plan and budget

Wednesday | August 29, 2007 | 1pm EDT

agenda

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Today we will cover how to:

- Set high-level goals and financial objectives
- Explain your competitive positioning and brand strategy
- Outline your sales plan and customer retention goals
- Identify major marketing campaigns
- Develop your annual budget
- Create your annual marketing plan

This 40-minute webcast will be followed by a question and answer session

what is a marketing plan?

A marketing plan outlines all:

- Marketing strategies
- Tactics
- Activities
- Costs
- Projected results

A marketing plan can include:

- Financial goals
- Detailed goals by product, distribution channel or customer segment
- Positioning & brand strategies
- Product/Service overview
- Sales plan
- Major marketing campaigns
- Detailed budget
- Dates to review progress

Set high-level goals and financial objectives

Determine what the company's major revenue goals and objectives are for the year and the specific product/service/regional goals and objectives

goals and objectives

The first step in any marketing plan is to identify your company's overall business goals and objectives.

- What are your overall revenue goals?
- What are each of your region's revenue goals?
 - US Operations
 - International Markets
 - New Markets
- What are your product/services' revenue goals?
- What are your industry/customer segment goals?
- What are your distribution goals?

Determine for each:

- Gross (total) Revenue
- Revenue from NEW customers
- Revenue from EXISTING customers

DEVELOP CAMPAIGN STRATEGIES

#	Business goal (Check down the sales plan for the results you can get)	Marketing objective (Check down the list of marketing objectives to see if you can get it)
1	<input type="checkbox"/> Generate leads	To generate new leads
2	<input type="checkbox"/> Qualify leads	To qualify leads and to be able to say you can explain them and then follow up based on their feedback and likelihood of buying
3	<input type="checkbox"/> Substantiate leads	To communicate with leads that are in the pipeline but may not be ready to buy or make the next step, a morning campaign, extended hours of your sales and provide information that can help them from doing
4	<input type="checkbox"/> Reduce sales	Close deals faster when they are needed - a campaign to encourage people to "buy now"
5	<input type="checkbox"/> ...	Increase awareness of your company, product and/or people in your market area when you provide one when you

CAMPAIGN TYPE	INVESTMENT	QUANTITY	EXPECTED ROI
Telemarketing	<input type="checkbox"/>		
Direct Mail	<input type="checkbox"/> \$2000	100	\$20,000
Email Marketing	<input type="checkbox"/> \$1000	5,000	\$20,000
Online Advertising	<input type="checkbox"/>		
Search Marketing	<input type="checkbox"/>		
Publicity	<input type="checkbox"/>		
Trade Shows & Events	<input type="checkbox"/> \$8000	100	\$20,000
Traditional Media	<input type="checkbox"/>		

CHALLENGE:
WE NEED CONSISTENT MESSAGES FOR ALL OUR MATERIALS
 DO YOU ALREADY HAVE MESSAGES IN YOUR LITERATURE OR ON YOUR WEBSITE?
 Determine which messages need to be improved.
 You'll evaluate how well your messages are resolving your competitive problem, sales objectives and brand strategy.
 200 [Details Your Current Messages](#) Develop and new messages.
 4. **Create the foundation for your messages.**
 This step will help you define the tone and other stylistic requirements you'll follow before you start writing.
 200 [Message Parameters](#)
 6. **Create your elevator pitch.**
 The elevator pitch is the 30-second response to "What do you do?"
 204 [Develop Your Elevator Pitch](#)
 2. **Write your positioning statements.**
 You'll use these 25-, 55- and 100-word statements in a variety of written materials.

OBJECTIVE: GENERATE NEW LEADS

SALES FORCE	OVERVIEW
<input type="checkbox"/> Cold calling	Runs list mail our prospects or call out from lists you purchase
TELEMARKETING	OVERVIEW
<input type="checkbox"/> Outbound Calling	Use a team of telemarketers to call targeted lists and identify leads
INTERNET	OVERVIEW
<input type="checkbox"/> Online advertising	Run ads on targeted websites or email newsletters
<input type="checkbox"/> Email campaigns	Buy or rent a subscriber list and send a lead list compelling email
<input type="checkbox"/> Organic search	"Optimize" your website for access on the search engines when prospects look for info you can provide
<input type="checkbox"/> Paid search	Buy "paid" or "sponsored" listings on search engines - they appear when a user types in the keywords you've bid on
<input type="checkbox"/> Webinars	Create an online seminar and market it as a great source of information for potential prospects
<input type="checkbox"/> Viral campaigns	Create an email offer or video that's meant to be forwarded; encourage recipients to click through to your website
TRADE SHOWS & EVENTS	OVERVIEW
<input type="checkbox"/> Trade shows	Display in the convention hall at a trade show; attendees meet an individual or open-ended exhibitor
<input type="checkbox"/> Seminars or open-to-house	Create a live seminar, educational breakfast or luncheon; networking or follow-up for exhibitors and identify new prospects
ADVERTISING	OVERVIEW
<input type="checkbox"/> Print or mail-order advertising	Create a compelling story about your new product/service rather than sending out a standard press release; send to journalists
<input type="checkbox"/> Radio, TV, billboards, etc.	Write standard and well-oriented press releases; announce your name out there on radio and identify; use TV news coverage
<input type="checkbox"/> Blogging	Give speeches or participate in industry-related panels during seminars, trade shows, etc.
SPONSORSHIP	OVERVIEW
<input type="checkbox"/> Sponsoring events	Identify products your solution will be selling; participate in. Do you have the offer to help you do the selling or sending directly - you may get expenses on the amount "passed"
<input type="checkbox"/> Sponsorship for trade magazines	Develop a brochure or custom piece and mail to targeted prospects
EMAIL	OVERVIEW
<input type="checkbox"/> Email	Run ads in targeted journals, newspapers and/or magazines

SALES PROCESS STEPPING STONE	APPROPRIATE MESSAGES AND ACTIVITIES FOR THE STEP
No problem Business as usual - the company has to pay	<ul style="list-style-type: none"> If you can reach certain segments of the market that have a high probability for purchase, you may want to help them identify the pain they're facing. If they're not open to it, identify needs out in the market when the pain is felt. Instead, focus on companies that already know about their problem and are looking for solutions.
Identify problem Company identifies a problem. It may come at a moment of crisis when a client is struggling and the company wonders how it needs help.	<ul style="list-style-type: none"> Focus on gathering information about your prospect's typical planning cycle, or their situation, goals, needs, etc. Build personal ties and alliances with companies who can refer you to their prospects at the earliest possible stage.
Multiple go-to-market support The person who identifies the problem begins the process of getting support to find a solution. They identify other areas that are affected by the problem.	<ul style="list-style-type: none"> Understand the needs of various departments within your prospect organization and propose ideas based on what they support and help in at the appropriate time. Some companies are wanted to have "influencers" of high-value prospects.
Research solutions The person begins to research possible solutions to the problem.	<ul style="list-style-type: none"> Now that the problem is beginning to research, you need to be heard. Identify all of the places where the person will research solutions and build your presence. Offer a white paper, seminar or other resources to help educate the person as they are researching solutions.

Determine where your leads will come from and build a strategy



Revenue Goals

Overall Revenue Goals for 2008

- Gross (total) Revenue Target for 2008 is \$20 Million
- Target Revenue from NEW customers is \$7 Million
- Target Revenue from EXISTING customers is \$13 Million

Overall Goals	Total Revenue	New Customers	Existing Customers
Total Revenue	\$20M	\$7M	\$13M

Regional Revenue Goals

- US Operations Revenue Target of \$10 Million
 - \$3 Million New Customers
 - \$7 Million Existing Customers
- European Revenue Target of \$7M
- International Revenue Target of \$3M

Regional Goals	Total Revenue	New Customers	Existing Customers
US Operations	\$10M	\$3M	\$7M
European Operations	\$7M	\$3M	\$4M
International Operations	\$3M	\$1M	\$2M



Revenue Goals

Product Revenue Goals for 2008

- Professional Product of \$15M
- Small Business Product Revenue Target of \$5M

Industry Revenue Goals for 2008

- High-Tech Target of \$10M
- Healthcare Target of \$7M
- Financial Services Target of \$3M

Distribution Revenue Goals

- Internet Sales Target of \$10 Million
 - \$3 Million New Customers
 - \$7 Million Existing Customers
- Sales Team Target of \$10 Million

Product Goals	Total Revenue	New Customers	Existing Customers
Professional Edition	\$15M	\$8M	\$7M
Small Business Edition	\$5M	\$3M	\$2M

Industry Goals	Total Revenue	New Customers	Existing Customers
High-Tech	\$15M	\$8M	\$7M
Healthcare	\$7M	\$3M	\$2M
Financial Services	\$3M	\$1M	\$2M

Distribution Goals	Total Revenue	New Customers	Existing Customers
Internet Sales	\$10M	\$3M	\$7M
Sales Team	\$10M	\$4M	\$6M

Competitive Positioning and Brand Strategy

Highlight your competitive position and brand strategy in your marketing plan

competitive positioning strategy

Your positioning strategy defines how you differentiate your offering from your competitors

Your Market

- Industries
- Geographical regions
- Stage of Maturity

Your Prospects

- Customer segments, their problems & issues
- How your product/service solves their problems better than your competitors

Value Proposition

- What is it
- How does it enable you to beat your competition

define your value proposition

The three basic value propositions are:

Value Proposition	What It Means
Operational excellence/ cost leadership	<ul style="list-style-type: none">• You can deliver your product at a lower cost than your competitors• Your product is typical for the category – not the best and not the worst• In mature industries, most companies are competing on operational excellence (costs); those companies that cannot produce at a lower price lose
Product innovation/ leadership	<ul style="list-style-type: none">• Your focus is innovation: new technologies, better products• Because your products are new, different and unique, your prices are likely higher than your competition
Customer intimacy/ solutions	<ul style="list-style-type: none">• Your goal is to solve your customers' problems with a broad portfolio of products and services• You are selling a relationship that is superior to that offered by your competitors

explain your brand strategy

A brand is the entire experience your prospects and clients have with your company. It is what your company stands for, the promises you make, and the personality you convey.

And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market.

Brand strategy includes:

- The **images** you convey
- The **messages** you deliver on your website, proposals and sales materials
- The way your employees **interact** with customers
- A **customer's opinion** of you versus your competition



Brand development tools strengthen your messages and relationships with your market.

impact of your brand strategy

Your Brand Strategy Impacts:	
Strategy and Planning:	<ul style="list-style-type: none">• Marketing Plan & Budget• Sales and Marketing Campaigns• Sales Process
Tools and Processes:	<ul style="list-style-type: none">• Websites• Sales Literature & Tools• Company Messaging• Corporate Identity• Customer Relationship Management
Tools to Manage Your Market:	<ul style="list-style-type: none">• Email Marketing• Trade Shows & Events• Public Relations• Customer Retention• Advertising• Telemarketing• Search Marketing• Direct Mail• Business Development

standout from your competition

Brand promise – what is the one thing your product/service stands for above all else?

What your brand means – what are the three things your brand should mean to your customers, and why are they important from a competitive standpoint?

Brand personality – what are the human characteristics of your brand?

Operational requirements – do you need to improve or add any operational processes, sales literature and materials, or product specifications?

Sales plan and customer retention strategy

Set your sales plan goals and determine what customer retention programs you will use through out the year

developing a sales plan

Part of your marketing plan incorporates your sales plan and strategy.

You will need to develop plans for:

- Selling your product/service
- Distributing it to the marketplace
- Prioritization
- Timelines
- Activity phases

distribution channels

(Use only if you do not have a direct sales team)

Determine your channel strategy – what products/services will you sell through each channel

- What you provide to each channel and what value does the channel provide to your end users
- Quantitative goals for each channel
- Marketing programs for your channels
- Manage and support your channel partners
- Key dates & milestones

direct sales plan & tools

Determine your goals for your direct sales efforts

Identify top prospects

Plan for sales reps

- Number of reps
- Role in the process
- Territories

Identify tools to help prospects through the sales process

- What do you need
- What is the budget for the tools

strategic partnerships

Identify any strategic partnerships for the year

- Type of partnership
- Structure
- Expected revenue or cost savings

Determine plans for pursuing new partnerships

- Partner lead
- Materials, tools
- Key dates & milestones

customer retention

Determine your retention goals for the year

- Number of total customers
- Revenue from current customers

Outline plans for reaching your customer retention goals for the year

- Account management functions
- Customer service functions
- Retention marketing campaigns, etc.

Identify any tools needed to reach your goals



Marketing Campaigns

Identify major services and create supporting marketing campaigns

marketing campaigns

Once the business goals and objectives are set, outline your major marketing campaigns for the year.

Marketing campaigns include many different types of media.

Marketing media tools include:

- Online marketing (email, search, banners and other online tools)
- Public relations
- Direct mail
- Events (seminars, networking, trade shows, web events)
- Traditional media (advertising, radio, television and other “traditional” media)
- Telemarketing
- Published articles and white papers

Identify marketing campaigns around your business goals

What aspects of your business plan require growth?

Determine the marketing activities that will support your:

- Products/services
- Regions
- Industries
- New services/regions/industries

Identify the major marketing campaigns for the year

Campaign Concept	Timing	Anticipated Costs	Goals
Launch of new market in Asia	February	\$50,000	Emails, Press, Launch Event
Launch of new 4.0 Professional Version	August	\$150,000	Raise additional \$1M
Client appreciation event at museum	October	\$30,000	80% client retention for 2008

creating your key message and call-to-action

marketing campaign example



Key message

- For the past 5 years, BigTech has linked important sales pipeline, contact and marketing databases together. Now, with the new 4.0 upgrade, we link your financial databases – using Peachtree Accounting Software – to your sales, contact, and marketing records. Save valuable time and money by having all your client and prospect information in one place.

Target Audience:

- **Prospects** – want to introduce their product and highlight the cost savings to the prospect's executives
- **Existing leads** – offer them the 20% discount if they buy in the next 30 days
- **Existing customers** – offer them 20% off the upgraded software, reinforce BigTech's brand values

Campaign's goals:

- Increase brand awareness
- Generate new leads
- Nurture existing leads
- Cross-sell & upgrade existing customers
- 2500 impressions
- 500 leads
- 100 new clients
- Revenue goal \$1,000,000

mix of media for marketing campaign

marketing campaign example



Theme for the marketing campaign

- Time of year: August, Summer
- Theme: Surf/beach theme

Outline of the timing of the campaign:

Contact	Media	Date	Notes
1	Email	Aug 1	Launch of campaign email, using the fun beach theme
2	Micro-website	Aug 1	Contains all information on the upgrade, can chat with a rep online
3	Press release	Aug 1	Announcing the upgrade
4	Special Mailing	Aug 1	Premium mailing (beach bag) to top 20 clients with 20% off offer
5	Online advertising	Aug 5	Post ads on the marketing association websites and CFO association websites
6	Post Cards	Aug 10	Post card with 20% off offer on upgrade to target market
7	Special Mailing #2	Aug 10	Custom mailing to top 20 clients of premium items to fill beach bag (beach towel)

mix of media for marketing campaign

marketing campaign example



Contact	Media	Date	Notes
8	Email #2	Aug 10	Fun email along the theme goes out showcasing a new feature of the upgrade – links to microsite
9	Sales Rep Calls	Aug 15	Sales reps following up with their personal client contacts with the 20% offer
10	Animated email	Aug 20	Animated email of surfer at the beach with the summer offer – links to microsite
11	Animated online ad	Aug 20	Use the email as an online ad on same websites
12	Special Mailing #3	Aug 20	Custom mailing to top 20 clients of premium items to fill beach bag (sunscreen, lip balm, sun visor hat)
13	Email #3	Aug 27	“not too late” email to take advantage of the 20% off in beach theme – links to microsite
14	Sales Rep Calls	Aug 27	Sales reps following up with their personal client contacts and with the top 20 clients with the 20% offer

mix of media for marketing campaign

marketing campaign example



BigTech Consulting
Proudly announces our new BigTech 4.0 upgrade - *time to ride the wave!*

Receive a **20% discount** off the new version by upgrading in August!

For the past 5 years, BigTech linked your sales pipeline, contact and marketing databases together. Now with the new 4.0 upgrade, we link your financial databases -- using Peachtree Accounting Software -- to the rest of your records.

GET UPGRADED BIGTECH 4.0

CLICK HERE to learn more about BigTech 4.0

Call now 212-555-1212 to speak with a representative on taking advantage of our upgrade offer!

Sample postcard and email message

BigTech Consulting
Proudly announces our new BigTech 4.0 upgrade - *time to ride the wave!*

Receive a **20% discount** off the new version by upgrading in August!

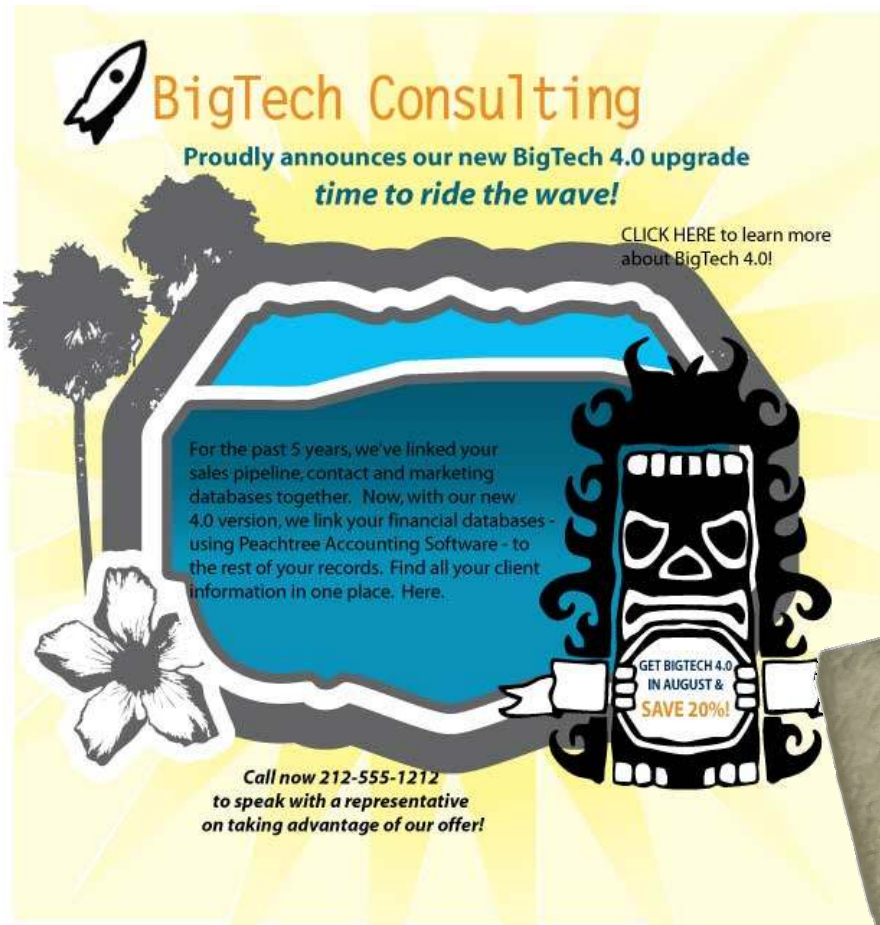
Call now 212-555-1212 to speak with a representative on taking advantage of our upgrade offer!

GET UPGRADED BIGTECH 4.0

time to ride the wave!

mix of media for marketing campaign

marketing campaign example



Premium mailing items and email message

Marketing Budget

Once all the major marketing campaigns are identified, its time to put it together in an annual budget.

creating the budget

Once the marketing activities are identified for the services and locations, it is time to put it into a budget. It is good to break down the budget by region. Making the budget as detailed as possible and including the ROI for each media item.

Media Item	Region	Month Occurring	Objective	Cost	Projected Revenue	Projected Profit
Market Intelligence						
Corporate Identity						
Sales Collateral						
Website						
Trade Shows						
Events						
Web Events						
Sponsorships						
Email Marketing						
Direct Mail						
Public Relations						
Print Advertising						
Online Advertising						
Paid Search Optimization						
CRM Tools & Software						
Telemarketing						

detail of the marketing budget

For each of the main items on the previous page, there are several marketing item subsets. These can help you create a robust budget.

Market Intelligence

- Surveys
- Research
- Consulting fees

Corporate Identity

- Design
- Printing
- Paper/Materials

Sales Collateral

- Design
- Printing
- Paper/Materials
- Photography
- Shipping

Website

- Design
- Development/programming
- Writing
- Photography
- Reporting services
- Updates
- Hosting
- Listing fees

Trade Shows

- Rental fee
- Sponsorship fees
- Passes
- Booth decoration
- Promotion
- Travel
- Shipping/ logistics
- VIP events
- Giveaways

detail of the marketing budget

Events

- Location fees
- Technology
- Promotion
- Speaker fees
- Meals
- Travel
- Printing/ materials
- Giveaways

Web Events

- Webcast provider service

Sponsorships

- Sponsorship fees
- Promotion
- Travel
- Giveaways
- Tickets

Email Marketing

- Design
- Programming
- Service provider fees
- Software

Direct Mail

- Design
- Printing
- Postage

Public Relations

- Media kit design
- Writing
- Printing
- Paper
- Postage
- Media database purchase
- Wire service fees
- Publicist fees

detail of the marketing budget

Print Advertising

- Design
- Production
- Media fees

Online Advertising

- Ad production
- Media
- Tracking software

Paid Search Optimization

- Vendor fees
- PPC listings
- Keyword tools

CRM Tools

- Consulting fees
- Annual license fees
- Software
- Programming

Telemarketing

- Telesales hours – fully loaded cost/month
- Management FTEs – fully loaded salary/month
- List purchase
- Telemarketing services per month (vendor)
- Program set up fee
- Equipment

creating the budget

marketing budget example



Global Marketing Budget

Media Item	Region	Month Occurring	Objective	Cost	Projected Revenue	Projected Profit
Market Intelligence - Totals	All		New prospect information	\$17,000	\$1 M	\$983,000
IT Service Research	US	February	IT Prospects	\$5000	\$500,000	\$495,000
Financial Services Research	US	March	FS Prospects	\$7000	\$300,000	\$293,000
International IT Research	Europe	March	Int'l IT Prospects	\$5000	\$200,000	\$195,000
Sales Collateral 4.0 Version Brochure	All	Summer	Upgrade existing clients	\$20,800	\$1M	\$850,000
Design	All	June		\$7000		
Printing	All	July		\$10,000		
Photography	All	June		\$3000		
Shipping to local offices	All	July		\$800		

Remember, the total cost of the campaign around the 4.0 Version upgrade was \$150K total

creating the budget

marketing budget example



Global Marketing Budget

Media Item	Region	Month Occurring	Objective	Cost	Projected Revenue	Projected Profit
Website 4.0 Update	All	Summer	Update website with 4.0 information	\$6500	\$1M	\$850,000
Design & Development	All	July		\$6500		
Website						
Regular Programmer Updates	All	Monthly		\$24,000	\$3M	\$2,976,000
Website – European Version						
European Offer for clients	Europe	July	Cross-sell to existing clients	\$8000	\$500,000	\$492,000

Creating an Annual Plan

Organizing your marketing action items into an annual marketing plan

timeline

Once the budget is finalized, it is good to put it into a monthly timeline for each region, or location, so all sales and executives are aware of the marketing activities taking place each month.

JANUARY

ACTIVITY	Date Completed	Cost	Goals

FEBRUARY

ACTIVITY	Date Completed	Cost	Goals



JULY

ACTIVITY	Date Completed	Cost	Goals
Press Release on XYZ new client	July 8	\$400	Announce our new client
Email Newsletter – Relationships	July 15	\$300	Maintain contact with clients & prospects
Update Website with 4.0 Info	July 20	\$6500	Prep website for 4.0 launch
Article placed in CRM Today	July 30	\$6000	Raise awareness and demonstrate our expertise

AUGUST

ACTIVITY	Date Completed	Cost	Goals
Version 4.0 Marketing Campaign *	All month	\$150K	Generate \$1M in upgrades
Email Newsletter – Contacts	August 15	\$300	Maintain contact with clients & prospects
Speaking Engagement – Bob Smith on CRM Tools at IT World Conference	August 20	\$1500	Introduce our services

Keys to building a marketing plan that will help generate revenue:

- Make sure your marketing activities are tied to your financial goals
- Incorporate your competitive positioning and brand strategy
- Make sure your marketing plan directly supports your sales plan
- Include everything in your budget and make sure you highlight the revenue goals and sales goals it is supporting
- Break down your marketing plan into a global plan and plans for each of your locations
- Revisit your plans monthly to make adjustments
- Forecast what your plan will support by generating revenue

questions?

Additional questions?

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