

## STRATEGIC ONLINE MARKETING PLAN Sample for Small Business – Lead Generation

For easier reading, we placed this example in a PDF of a Word document. For better project management, the components below are best placed in an online collaboration tool such as Basecamp or Google Wave (it remains in service, but is no longer being developed as a standalone product), for example. Collaboration tools sometimes work better than email for communications and status updates; however, email does have the benefit of being familiar to almost everyone and may be an acceptable option for some businesses.

### Goal

The goal of this plan is to increase sales of custom decks, porches, outdoor kitchens, and related projects for Sample Small Business. The target market is upscale homeowners in the Houston area, specifically targeting west and northwest parts of metro Houston. This plan uses intelligent online marketing to increase the number of motivated customers visiting the web site, build awareness of the products/services, create confidence in the company, and help increase leads, sales and profits.

### Strategies/Tactics

Below are suggested strategies/tactics. Not all are necessary at this stage, but all support the goal. They are listed in the recommended sequence for maximum benefit. **Green Tactics** are in the current TopSide Media budget, and only require assistance from the webmaster for Sample Small Business. **Blue Tactics** are also in the TopSide Media budget, but may require outside expenses and webmaster assistance. **Red Tactics** are not in the current budget, but deserve mention for possible inclusion later.

#### 1. Optimize Web Site Content (*in process*)

Use click and conversion data from PPC (pay-per-click) ads and call tracking to revise web site content including body copy, heads, and more. Ensure the marketing message focuses directly on Sample Small Business' target market, and create a clear message for potential customers to discover through search. Estimated time to complete - 3-4 weeks. Responsible for delivery – Roland B. and webmaster.

#### 2. Optimize Web Site Structure (*in process*)

The website is built in WordPress, so the platform is up-to-date and adequate. We have recommend changes to the web site navigation for better usability and to increase the click-to-conversion ratio. For example, change page names to better reflect content for search engines. Add a contact form and thank you page. Add a phone number above the average fold. Estimated time to complete - 2-3 weeks. Responsible for delivery - Roland B. and webmaster.

### 3. **Employ Strategies to Attract Search Engines** *(in process)*

Complete intensive keyword research. Add more keywords to copy, image tags, titles, headings, internal links, revise sitemap, and other areas. Submit site to major search engines after all changes are made to site. Establish strategies to target specific geographic areas, such as far northwest Austin. Estimated time to complete - 4-5 weeks. Responsible for delivery - Roland B. and Webmaster.

Expected outcomes for Tactics 1-3 - Increasing traffic to Local Business Example web site. Greater recognition and higher ranking from search engines. More traffic eventually leading to more sales.

### 4. **Search Engine Advertising or PPC** *(already in process)*

*Current budget.* Benefits and process as detailed in separate proposal. Google AdWords will be employed, and if needed for additional traffic, Microsoft adCenter. Benefits: Highly targeted audience, controlled message, leads produced as incoming calls and web forms. Useful as a research tool for business decisions as well as to drive web traffic. Examples: gauge interest in new offering or new markets.

### 5. **Directory Entries and Link Development** *(in process)*

Create concise description of company and submit for new directory entries such as online industry trade directories. Create more links to/from the web site. Identify associations, industry groups, and customer affiliation groups for inclusion. Add outbound links from Local Business Example site, and request inbound links from these sites. Directory fees extra. Estimated time to complete - 6-7 weeks. Responsible for delivery - Roland B. and webmaster.

### 6. **Refine Use of Google Maps/Google Local Search** *(in process)*

Create/refine a business listing with Google that contains all relevant information about the business and helps customers easily locate the company. Focus on local search because of nature of the target market and increasing use of mobile search. Estimated time to complete - 2-3 weeks. Responsible for delivery - Roland B., Gary W.

Expected outcomes for Tactics 4-6 - Increasing traffic to Local Business Example web site. Greater recognition and higher ranking from search engines. Better market research. Greater exposure online and for mobile searches.

### 7. **Informational Articles for Marketing**

Use existing informational articles focusing on the business as a marketing tactic. Convert articles to PDF format, make available on web site, use as "lead bait" on site. Submit as information to relevant sites, with link back to Local Business Example web site. Any article submission fees extra. Estimated time to complete - 8-10 weeks. Responsible for delivery - Roland B., Ron R. and webmaster.

### **8. Create Video for Marketing**

Create a simple video for marketing purposes, place on Home page and promote it throughout site. For example, a subject could be "Five things you need to know about hiring a home contractor". Use this to attract leads and traffic. Post video on YouTube with link back to Local Business Example site. Estimated time to complete - 10 weeks. Responsible for delivery - Roland B., Ron R. and webmaster.

### **9. Establish Sustainable Building/Eco/Green Page**

Research and write information about sustainable/green building regarding the type of projects done by Sample Small Business. Obtain images from real projects or stock photos. Create a separate page on the web site. Promote this page in relevant online media. Estimated time to complete - 6-8 weeks. Responsible for delivery - Roland B. and webmaster.

### **10. Establish Financing Page**

Add page to web site with information on financing a home project done by Sample Small Business. Link to financing company. Perhaps obtain coop funds from financing company for this project. Estimated time to complete - 6-8 weeks. Responsible for delivery - Roland B. and webmaster.

Expected Outcomes for Tactics 7-10 - Increase web traffic, visitor interest and length of visit to the web site. Capture leads for marketing. Increase attraction for link building. Giving customers more options and choices. Boost image for Sample Local Customer.

### **11. Web Press Release**

Create and send out an electronic press release with news/information announcement, link back to web site. Work with Local Business Example to determine news angle or create an "informational release" if there is no news. Press release fee of \$150-200. additional. Estimated time to complete - 2-3 weeks. Responsible for delivery - Roland B., Ron R. and webmaster.

Expected outcomes for Tactics 11-12 - This type of publicity is designed to create more "buzz" about Sample Small Business, and increase site visits. Also can boost image and market presence.

### **12. Email Marketing Campaign**

Collect email addresses from customers and web site visitors. If possible, get email addresses from direct mail supplier. Create and send out periodic emails with information, subtle sales pitch and special offers. Create special landing page on the web site for the subject of email, and to track the response. Estimated time to complete - TBD. Responsible for delivery - Project manager and webmaster.

### **13. Integrate Current Marketing Efforts with Online**

Integrate current marketing programs such as flyers, mailers with online marketing. For example, add mention of specific features or offers on web site to all mailers. Add mention of flyers and other materials to web site. Estimated time to complete - TBD. Responsible for delivery - Roland B., Ron R. and webmaster.

#### 14. Create Longer-Term Growth Path

Create separate plan for growing business when economy recovers, for expanding sales territory, etc. This would include how the web site will change, and which supporting marketing efforts are priorities. Estimated time to complete - 8-12 weeks. *May incur expenses not in current budget.* Responsible for delivery - Roland B. and Ron R.

#### 15. Ongoing Web Site Maintenance/Measurement

*Ongoing.* Periodic updates to site content, update keyword research. Create new landing pages for special offers. Monitor and report traffic from site. *Includes expenses not in current budget.* Estimated time to complete - ongoing. Responsible for delivery - Roland B. and Gary Walker.

Expected outcomes for Tactics 13-15 - Integration of all marketing efforts creates more efficiency and should reduce time required to sell, so more time is spent directly on profit-generating activities.

#### 16. Set up Blog

Set up blog, and strategy for networking. Create initial blog entry. Employees should be encouraged to write regular blog entries. Enable RSS feed for blog. Requires additional expenses for technical portion. Estimated time to complete - 8-9 weeks. Responsible for delivery - Roland B., Ron R., employees and Webmaster.

#### 17. Social Media Marketing

Create strategy for social network marketing. Set up a company profile on several social networking sites. Employees should be active on profiles. On all postings, link back to web site, blog, and any articles online. *LinkedIn* can give Local Business Example the chance to develop contacts with suppliers, potential suppliers, customers, and others. *Facebook* is used by many companies to create product pages, establishing a presence and links in a huge online community. Profile pages from these sites often appear when your company name is entered in Google. Estimated time to complete - ongoing. Responsible for delivery - Roland B., project manager, Ron R., employees and webmaster.

Expected outcomes for Tactics 16-17 - Market research - Some of the best market research is within the social communities where customers interact, share information and make recommendations. Brand visibility – Conversations about your brand may already be happening online, so you might as well participate in a way that pays close attention to the interests of your customers. Promotion of products – Providing information to educate customers about products can go a long way towards building new business. Link building –creating content that attracts links and promoting it in social media news and bookmarking sites can attract links from bloggers and more web site traffic.

**Note - Importance of Project Manager** - A project manager is often the single most important factor in ensuring success of marketing projects. We recommend assigning a project manager for the items listed here. The manager needs a basic understanding of the items here, to be detailed oriented and good a coordinator. This will increase efficiency and chance of success for each project. Responsible for delivery – Ron R.