

Marketing Plan 2018 – Company A

OBJECTIVE SETTING

BUSINESS PURPOSE

Client Name, owner and director of recently established Company A, is an image consultant offering help to her clients with:

- List all services
- Services
- Services
- Services

Client Name has always been interested in fashion and has a passion for helping others, supporting them and helping them to be the best version of themselves.

Client Name took this passion and turned it into a business. This is when Company A was born.

A while back, Client Name learnt that women wanted to disappear and hide behind neutral colours. Client Name felt saddened by this and she wanted to encourage them to wear colours and to make the most of themselves, for themselves.

THE MARKET

Market Research

Not a huge amount found, but the articles found below included:

Insert link

Insert link

Insert link

Insert findings

Trending

Nothing in the press was found in particular other than articles by major players such as xxxxxxxxxxxx etc.

Googling

On Googling "xxxxxxx" as a keyword/phrase, key names that came up included:

Xxx

Xxxxxxxxxx

Xxxxxxxxxx

xxxxxxxxxx

Magazines/newspapers that came up covering this subject mainly included:

Xxx

Xxxxxxxxxx

Xxxxxxxxxx

xxxxxxxxxx

COMPETITION

Who are the competition and what are they offering their clients?

Google Search: style/image/colour consultants in the Bucks

Katy Dyer

<https://katydyer.com/>

Katy Dyer award-winning Personal Stylist & Image Consultant Oxfordshire & Buckinghamshire. Offers services for Men & Women including: Full image, Style & Colour, Colour only, Style only, style & wardrobe review, colour refresh, make-up lesson, bridal consultation. Men: Image, colour consultation. For Everyone: Personal Shopping, Wardrobe detox, group consultations, fashion Fengshui. Fashion Feng Shui Licences facilitator, Federation of image member, Colour Me Beautiful. Nice, clean fresh-looking website.

Shine Personal Development

www.shinepersonaldevelopment.co.uk/style-and-image/

Coaching and Training in Behaviour, Image, Communication and Etiquette for Career Professionals, Business Owners and Aspiring Individuals. Offers complete style & image enhancement, colour analysis, make-up lesson, style for men, personal stylist, wardrobe planning, how to accessorise, personal shopping, group consultations/parties, couples styling. Website: Bit drab, not a lot of colour, not very engaging or inspiring. No images.

The Style Alchemist

www.thestylealchemist.com/

The Style Alchemist is an accredited image consultant training academy that makes a difference by transforming people in their everyday lives. Downloadable prospectus. Offers training in learning to become a consultant. Also offers gift experiences for men, women & corporate groups. Website: Grey & chic website, skewed to females, slightly clunky website that doesn't flow.

Before Meets After

www.beforemeetsafter.co.uk/

Based in Milton Keynes

Offers: Total Confidence package, my style package, my colour package, my wardrobe package, my E-stylist, my style party, my bump & for mums, my style-men, my wedding, The A list (list of shops they like).

Also offers workshops: Capsule wardrobe & confidence for mums and mums to be.

Has blog on website – though no recent posts – last once Summer 2016.

Website: Bright, chirpy, female skewed website, reminds me of a chic lit book cover, easy to shop section, with colour and lots of pictures.

ABC Image Consultant Alice Barnes

www.abcimage.co.uk/

Alice is the in-house Colour and Style Consultant for the world-famous Champneys Tring Health Resort, delivering group talks on colour, style and image, and providing one to one consultations.

Has 3 packages: Premium package: Transformation programme, Colour and style package, colour and style, style & shop package. Other services: Wardrobe blitz, personal shopping, shape your style, get colour confident.

Website: Slick, corporate looking (lots of black), Video on front page. Accreditations: Member of First Impressions Image & Training Professionals, Independent Consultant with exclusive French Designer brand Captain Tortue.

Colour and style confidence

www.colourandstyleconfidence.co.uk/

Colour me beautiful consultant.

Offers: Full image consultant, personal colour consultation, personal style consultation

Group's workshops offered. Also offers make-up, wardrobe clear outs and personal shopping. Can purchase gift vouchers.

Website – colourful with images throughout.

A Fresh Image

www.afreshimage.co.uk

Julia Cumming is an experienced Personal Image Consultant offering one-to-one style advice, colour analysis, wardrobe management and personal shopping.

Colour Me Beautiful consultant. Offers: * Full Colour Analysis, Style Consultations, Make-up Consultations, Complete Make-overs, Men's Image, Wardrobe Weeding, Corporate Training, Accompanied Shopping Trip, House Decluttering, Gift Vouchers, plus Online Cosmetics Shop. Website: Clean, but only one page with one central image – with a link to Colour Me Beautiful website.

Google Search: style/image/colour consultants in the Berks

Caroline Shaw

www.carolineshaw.co.uk

Caroline is a Style Consultant and Personal Shopper based in Berkshire and London. Services: Men's Styling, Personal Colour Analysis, Personal Shopping, Style & Wardrobe Gift Vouchers available. Blog present but very out of date (2013) Looks like this website is very out of date.

Imagine your Style

www.imagineyour.style

Offers, colour, style & wardrobe refresh services. Also offers SNS nails. Lots of testimonials and images of clients.

Website: Bright, lots of pictures, 'buzzy' and interesting.

Sarah Van Dort

<http://www.abfabimage.co.uk/>

Award winning Personal Style, Colour and Image Consultant. Colour me Beautiful consultant.

Offers: Colour analysis, colour review, wardrobe edit, personal shopping, style update, full image package, make-up lesson, personal style.

Offers Bridal service, gift vouchers and blog, last post Aug 2017. Pictures are a little blurry in blog.

Website: Clear and easy to navigate but a little basic.

Victoria Lochhead – Frankie & Ruby

www.frankieandruby.co.uk

Victoria Lochhead is personal stylist & image consultant at Frankie & Ruby. Up to date blog.

Website: Fresh and funky website, reminds me of a magazine layout. Aesthetically appealing and engaging.

Offers: Professional image, personal confidence, groups, mother daughter days, eco day experiences, wardrobe detox, client services: clothes, make-up, VIP package

Specific Competition – identified

Red Leopard

<http://redleopard.co.uk/>

Based in London & Buckinghamshire

Offers: Colour consultation, style consultation, make-up lessons, wardrobe review, shopping trips, and corporate packages.

Sells scarves collaborated with illustrator, [Ivana Nohel](#), to develop scarves designed with a colour palette that enhances your unique colouring from £185

Website: High End, classy, bespoke looking website, full of colour and images. Inspirational images.

They are starting to work with a new PR company, so expect more articles and publicity in the media in early 2018. The Bucks lady is an Athena member.

Colour me Beautiful

<https://www.colourmebeautiful.co.uk/>

Corporate website – lots of colour, images and easy to use tables/links.

Information on training.

House of Colour

www.houseofcolour.co.uk

Corporate website, lots of colourful images on page.

Easy to navigate, easy 'find a stylist' tab.

Gabrielle Elstow

<https://www.houseofcolour.co.uk/find-a-stylist/profile/45>

One page website as part of house of colour website.

Part of Corporate Team - House of Colour in Business (working with both large and small businesses). Set up a shopping in your colours web site

www.yourstyleangel.com

Summary

In summary, Company A offers a service that others do, but Client Name's advice regarding hair as well as fashion, make-up and colours, is explored further down the line in this plan.

GOALS

What does the company want to achieve during 2017 and beyond?

To date, the marketing has been set up inhouse, as the business is new. What has been done though is of good quality.

The decision has been made by Client Name that the business now requires some direction with future marketing, hence the Marketing Plan has been commissioned.

The aim of the business is to bring in new business as well as growing and nurturing any existing clients/sales through cross and upselling.

The goals are:

- To be the company to go to – for individuals or corporates looking for image help

As both parties discussed when Pinpoint Marketing and Company A met, we discussed making the goal stronger and more specific. eg to get xx number of new clients a month or xx% growth in sales of personal shopping trips etc or xx new corporate clients per month?

Read more on this further into the marketing plan (communications section)

Client Name will work on the goals for 2018 and beyond after she has reviewed her accounts in terms of sales, lead sources and also where the spend has been marketing wise to date.

How can these goals be achieved?

Once a goal has been set, Pinpoint Marketing believes that Company A would benefit from a varied communication plan which would maximise opportunities.

DEFINING THE MESSAGING (and in connection with current website and social media profiles)

POSITION, BRAND AND STRATEGY

Website

Client Name has a website set up and it is fully SEO optimised along with identified keywords.

Domain is – *insert link*

The website is well set up, well organised, clear and concise and very user friendly. It is easy to navigate with good imagery and content.

I think having the prices on is a very good idea. An in-depth review of Google Analytics would be a good idea going forward to maximise on content, traffic, bounce rates and hanging time.

Here are some recommendations:

- XXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXX

Keywords/Research:

Google Search: **Image consultancy Bucks: 10th Place**

The screenshot shows a Google search results page for the query 'image consultancy Bucks'. The browser tabs at the top include 'Marketing plan help - mi', '01:00:58 - pinpoint - Tog', 'Listen To LBC Online - LB', and the active tab 'image consultancy Bucks'. The address bar shows the URL 'https://www.google.co.uk/search?q=image+consultancy+Bucks&oq=image+consultancy+Bucks&aqs=chrome..69i57.3407j0j4&sourceid=chrome&ie=UTF-8'. The search results list several image consultants in Bucks, including 'Colour Me Beautiful Image Consultants and Personal Stylists', 'Find A Consultant - Image Consultants, Personal Stylists', 'ABC Image Consultant Alice Barnes Hertfordshire London', 'Katy Dyer Personal Stylist & Image Consultant South Bucks - Netmums', 'Melanie Sarah Personal Styling', and 'Helping you create the right first impression'. At the bottom, there is a section for 'Searches related to image consultancy Bucks' with suggestions like 'personal stylist milton keynes', 'colour consultants uk', 'house of colour', and 'house of colour london'. The Windows taskbar at the bottom shows the search bar, taskbar icons, and system tray with the date '06/12/2017' and time '11:06'.

Marketing plan help - mi x 01:00:58 - pinpoint - Tog x Listen To LBC Online - LB x image consultancy Bucks x

Secure | <https://www.google.co.uk/search?q=image+consultancy+Bucks&oq=image+consultancy+Bucks&aqs=chrome..69i57.3407j0j4&sourceid=chrome&ie=UTF-8>

<https://www.yell.com/?marlow, Buckinghamshire > image Consultants>
Find Image Consultants in Marlow, Buckinghamshire on Yell. Get reviews, contact details, directions and opening hours. Search for Image Consultants near you, or submit your own review.

Colour Me Beautiful Image Consultants and Personal Stylists - A ...
<https://www.colourmebeautiful.co.uk/>
Welcome to the Official Website of Colour Me Beautiful Image consultants and Personal Stylists. Colour Analysis, Style Consultants, training courses for a career in image.

Find A Consultant - Image Consultants, Personal Stylists
<https://www.colourmebeautiful.co.uk/consultants>
Image Consultants, Personal Stylists, Style Consultants, Colour Analysis and Colour Me Beautiful Cosmetics and Make-up.

| ABC Image Consultant Alice Barnes Hertfordshire London
www.abcmage.co.uk/
CHAMPNEYS. Alice is the in-house Colour and Style Consultant for the world famous Champneys Tring Health Resort, delivering group talks on colour, style and image, and providing one to one consultations.

Katy Dyer Personal Stylist & Image Consultant South Bucks - Netmums
<https://www.netmums.com/...bucks/.../katy-dyer-personal-stylist-image-consultant>
Katy Dyer is a professional personal stylist and image consultant, fully trained by Colour Me Beautiful - Europe's leading image consultancy...

Melanie Sarah Personal Styling
www.melaniesarah.co.uk/
Click here to discover how my unique approach as a personal stylist will help you gain the confidence to embrace that new stage in life. Berkshire and surrounds.

Helping you create the right first impression
<https://thestylehall.co.uk/>
Helping you to create the right first impression. My name is Niki Hall, I run an Image consultancy in Chalfont St Giles, South Buckinghamshire. We work with individuals and companies and can help you if you identify with any of the following issues:- niki-hall You are a forward thinking company who identifies with the fact ...

Searches related to image consultancy Bucks

| | |
|--|--|
| personal stylist milton keynes | colour consultants uk |
| colour analysis milton keynes | house of colour |
| colour consultants | house of colour london |
| having your colours done uk | house of colour aberdeen |

Type here to search

11:06 06/12/2017

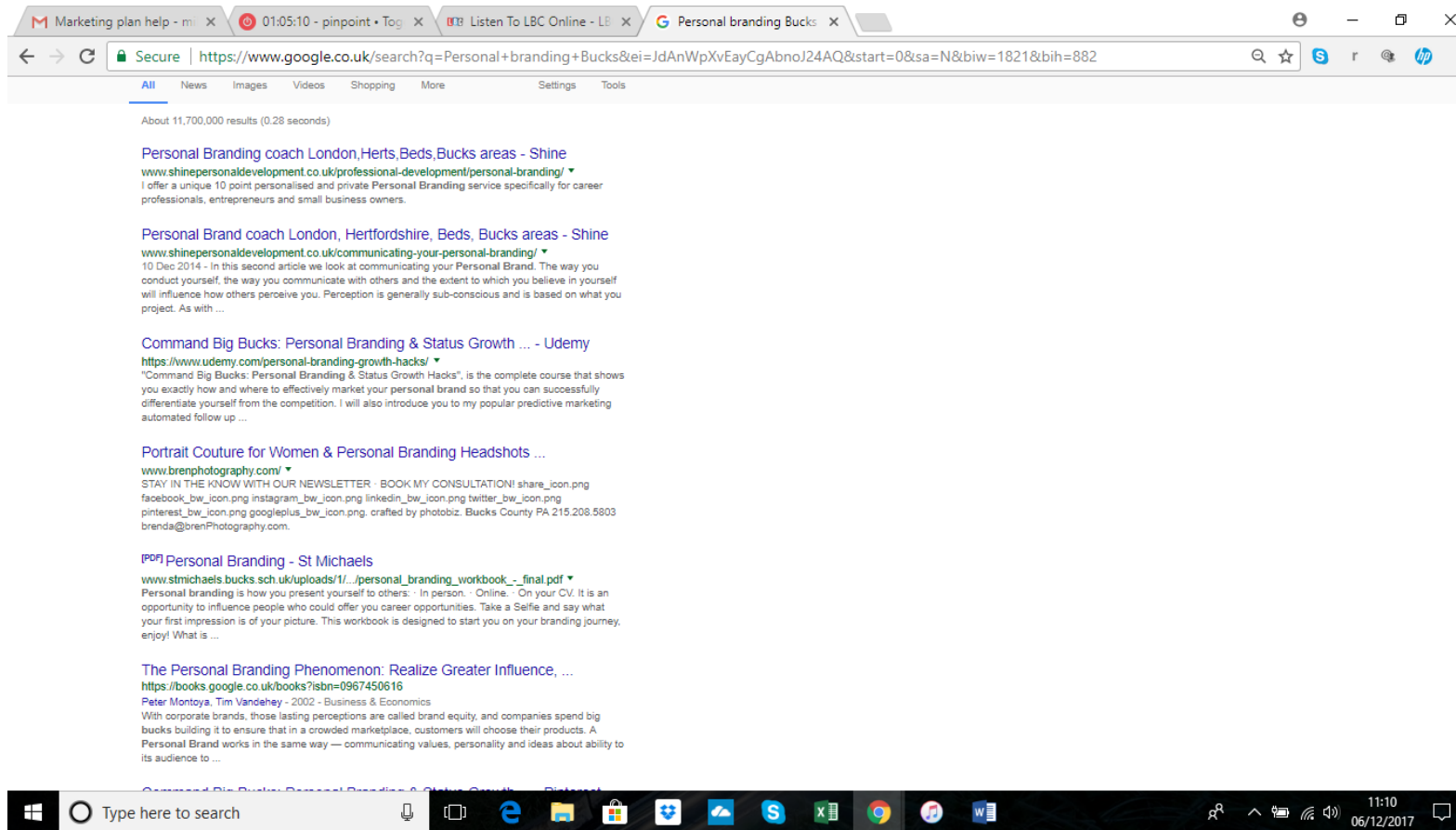
Google Search: **Style advice Bucks:** 3rd Place

The screenshot shows a Google search results page for the query "Style advice Bucks". The browser's address bar displays the URL: https://www.google.co.uk/search?ei=3s4nWoLdIKzLgAb8sl-oAQ&q=Style+advice+Bucks&oq=Style+advice+Bucks&gs_l=psy-ab.3...146583.146583.0.1470.... The search bar contains the text "Style advice Bucks". Below the search bar, the results are listed with the following entries:

- Katy Dyer Style Coach and Corporate Image - Katy Dyer Style Coach ...**
<https://katydyer.com/>
Katy Dyer award-winning Personal Stylist & Image Consultant Oxfordshire & Buckinghamshire.
- 11 Plus Exams Forum • New style Bucks test - early advice on ...**
<https://www.elevenplusexams.co.uk> > ... > 11 PLUS REGIONS > Buckinghamshire
30 Dec 2012 - 10 posts - 6 authors
Once the world has restarted in January (having shut down with the usual whimper rather than the predicted bang in December), we will be gradually posting advice to parents on how to ensure that their children are ready to face the new test, which have every reason to believe will be the Durham CEM, ...
- Style Advice - The Style Hall**
<https://thestylehall.co.uk/style/>
Style Advice. Most of us wear 20% of our clothes 80% of the time. By analysing body and face shape and tailoring that with your life style, we can help you wear the right things and make better use of your wardrobe. We look at the whole picture – your body & face shape, your likes & dislikes and look at your lifestyle to make ...
- Style and Image Consultant Hertfordshire, London, Beds and Bucks**
www.shinepersonaldevelopment.co.uk/style-and-image/
I offer a range of personal style and image consultations, or you can combine a number of consultations together. You can also learn with friends if you choose to look at my. Colour analysis. A Colour and Style Consultation only takes about three hours and offers top to toe style and image advice. You'll learn about colour ...
- How to Accessorise expert style advice Herts, London, Beds and Bucks**
www.shinepersonaldevelopment.co.uk/style-and-image/how-to-accessorise/
How to accessorise the key to stylish dressing. Advice from a style expert who will show you the importance of accessories for a flexible, versatile wardrobe.
- Bucks stores - Care Advice Buckinghamshire**
<https://www.careadvicebuckinghamshire.org/s4s/WhereILive/Council?pagelId=1794>
Here you can find an alphabetical listing of providers in Buckinghamshire - this is just basic information with contact details. Some of the providers have already set up their stores in the market place to give you much more information about their services and products - you will find them in the area marked Live Stores on ...

The Windows taskbar at the bottom shows the search bar with the text "Type here to search", several application icons (including Edge, File Explorer, and various office apps), and the system clock displaying "11:07 06/12/2017".

Google Search: **Personal branding Bucks: Not Placed**



Google search: **colour analysis Bucks**: 17th Place (bottom of page 2 of google search)

The screenshot shows a web browser window with multiple tabs. The active tab is titled 'colour analysis Bucks - G'. The address bar shows the URL: <https://www.google.co.uk/search?q=colour+analysis+Bucks&ei=iNAnWrT1MYvPgAbs7SAAg&start=10&sa=N&biw=1821&bih=882>. The search results are as follows:

- Testimonials — Red Leopard**
redleopard.co.uk/testimonials/
"Thanks a million Red Leopard. I really enjoyed my experience the other week. I was a little unsure that I would notice any difference with my analysis but it was really quite remarkable how different colours affected my complexion. You were extremely patient with me and very professional and knowledgeable."
— Jenny V.
- Runners' Retreat: Running shoes running clothing running ...**
<https://runnersretreat.co.uk/>
Upcoming running races. October 24, 2017. We've compiled a list of our favourite races in and around Bucks and Berks ... Free gait analysis and extensive experience in fitting shoes. Whether its advice on starting running or the challenge of the ... Shop online by colour. Black Blue Green Grey Orange Pink Purple Red ...
- PDF LAUNDRETTE**
buckinghamshireutc.co.uk/.../Laundrette-GCSE-English-Literature---Poems-Deep-an...
Our eyes are riveted. Our own colours whirl. We pour in smithereens of soap. The machine sobs through its cycle. The rhythm throbs and changes. Suds drool and slobber in the churn. Our duds don't know which way to turn. The dark shoves one man in, lugging a bundle like a wandering Jew. Linen washed in public here.
- Helping you create the right first impression**
<https://thestylehall.co.uk/>
Helping you to create the right first impression. My name is Niki Hall, I run an Image consultancy in Chalfont St Giles, South Buckinghamshire. We work with individuals and companies and can help you if you identify with any of the following issues:- niki-hall You are a forward thinking company who identifies with the fact ...
- Print, copy & scan | Buckinghamshire New University**
<https://bucks.ac.uk/students/it-services/print-copy-and-scan>
Home · Current Students · IT Services; Print, copy & scan. Print, copy & scan. Bucks New University provides multi-functional printers, which you can use to print, copy or scan documents. This page helps you learn how to use the printers, their locations in our campuses, charges involved and tips on printing. How to Print ...
- Colour Analysis**
www.londoncollegeofstyle.com/personal
Leading Personal Styling College BAC Accredited. As Seen In Vogue
- FREE Instant Color Analysis - Analyze Yourself Like a PRO**
www.colorwise.me/
Explore your personal coloring and take your beautiful palette everywhere.

Searches related to colour analysis Bucks

The Windows taskbar at the bottom shows the Start button, a search bar with the text 'Type here to search', and several application icons including Edge, File Explorer, Shopping, OneDrive, Teams, Outlook, Excel, Chrome, Music, and Word. The system tray on the right shows the time as 11:13 and the date as 06/12/2017.

Google Search: corporate image consultancy Bucks: 6th Place

The screenshot shows a Google search results page for the query "corporate image consultancy Bucks". The browser's address bar shows the URL: <https://www.google.co.uk/search?q=corporate+image+consultancy+Bucks&oq=corporate+image+consultancy+Bucks&aqs=chrome..69i57.265j0j9&source=...>. The search bar contains the text "corporate image consultancy Bucks". Below the search bar, the results are listed with the following entries:

- Katy Dyer Style Coach and Corporate Image - Katy Dyer Style Coach ...**
<https://katydyer.com/>
Katy Dyer award-winning Personal Stylist & Image Consultant Oxfordshire & Buckinghamshire.
- Image Coaching and Consultancy Buckinghamshire | Jan Foster ...**
www.janfosteroaching.co.uk/page/image-consultancy
Image Coaching and Consultancy services include Colour & Style Consultations, Personal Branding, Images Matters for Men and Wardrobe Management. ... In business, the Personal Brand of you and your staff should reflect and be consistent with the brand values of the company. This session is typically one-to-one, but ...
- Corporate Image consultant London and Herts, Beds, Bucks**
www.modusoperandimarketing.co.uk/corporate-image/
Need help with your corporate image? Your employees personal impact or dress and appearance. I can create dress codes, training and coaching for employees.
- The Image Consulting Company: home**
www.theimageconsultingcompany.co.uk/
UK women spend less than £100 on a Christmas party outfit - The Image Consulting Company, theimageconsultingcompany.co.uk. British women spend £91.50 on average on their festive party look – and yes, that includes the shoes! It seems that us Brits are excellent at snapping up bargains, if the latest stats from high str.
- Corporate Image consultancy London - Potential U Style & Image ...**
www.potential-u.co.uk/services_corporate-image.htm
Win that contract, get that promotion by projecting a Professional Confident Corporate image in the workplace with Potential U.
- Helping you create the right first impression**
<https://thestylehall.co.uk/>
Helping you to create the right first impression. My name is Niki Hall, I run an Image consultancy in Chalfont St Giles, South Buckinghamshire. We work with individuals and companies and can help you if you identify with any of the following issues:- niki-hall You are a forward thinking company who identifies with the fact ...
- Helen Smith image consultant and personal stylist for women and men ...**

The Windows taskbar at the bottom shows the time as 11:18 on 06/12/2017.

Social Media

There is a **Facebook** page – *insert link*

The page is well designed, formatted and updated regularly. Usage of photos is good.

More photos and videos would be good.

To grow the database, a sign-up link could be added.

LinkedIn – Client Name has a profile – *insert link*

This bio doesn't mention the corporate work. The overall profile does, but the bio could be improved especially to the corporate/LinkedIn audience.

The profile could be better improved by including and asking for more recommendations.

Client Name has an Instagram account – to be updated and posted to more regularly

Pinpoint also recommends setting up additional profiles to increase brand awareness, bring in new sales and make new contacts via:

- **Google my business** listing
- **Twitter** (good for PR contacts/journalist coverage and networking etc) – delete the unused account

Brand

The logo for the business is lovely. It is full of colour, as it should be, and is accompanied by a strong yet simple strapline.

The resemblance of the butterfly is also symbolic. The butterfly represents growth, no hiding away, getting wings and flying. It also represents change and transition.

Insert logo

Creative strategy

The logo should be and is widely used and will be incorporated in all future collateral and messaging.

Alongside the website, social media profiles and collateral (current and new) the brand will play an important role going forward, in terms of bringing in new clients.

Position

Client Name's favourite area to work or sweet spot, is working with a client from start to finish. She enjoys helping people to save time and money.

When approaching Client Name, clients do not often need convincing, but they do need educating and supporting in some aspects.

So why do companies approach Client Name?

- Staff or the individual may ask?
- For training purposes?
- For team/away days?
- To support branding/rebranding?
- Part of team's induction

So why do individuals approach Client Name?

- They may have gone through a body or personal change?
- They may feel lost?
- They may want to boost their self-esteem?
- They may want to save time and money with their shopping and wardrobes?
- They may be looking for a new job?
- On approaching Client Name, some potential clients may not be aware of what colour analysis is?

The tone and messaging comes from the stance of Client Name and Company A. The business is a fairly new business, but Client Name is experienced in her field. The business has a passion and a desire to grow its offering, reach out to new and more clients and to deliver a first-class service. Client Name uses the 4 seasons to establish a person's colour. This is based on warms and cools and yellows and blues. Skin colouring is also included. Other competitors also use this technique. After a colour analysis session, clients are given 32 colours in a swatch style.

So why is the business unique/what is the USP?

- Personal service – services and solutions are tailored to the individual's needs
- In general Client Name works with clients on an individual basis, rather than a general group/one size fits all approach
- Unlike many consultants, Client Name carries over the colour analysis to jewellery, glasses/spectacles and also hair colouring. She doesn't limit the analysis to clothing and accessories only
- Also unlike other consultants, Client Name also includes a make-up analysis and a mini make-over as part of the colour consultation

In its messaging, Company A wants to emphasise they go beyond to manage the client's expectations. It is all about the personalisation.

Company A is and wants to be perceived as being:

Experienced eg she knows what colour analysis is

Reliable

Local

Professional

Caring

Approachable

One of them

Credible

Trustworthy

Non-judgemental

Passionate

Strategic thinking

Supporting

Fashionable

On trend

Respectable

Company A wants to share the same message but find different angles to do this, hence this varied Marketing communications plan.

Differing the message per audience

Marketing, and messaging, doesn't have a one size fits all. Therefore, it is important that the messaging resonates with the audience/viewer/reader.

| <i>Messaging</i> | <i>Individuals (women and men)</i> | <i>Corporates</i> |
|-------------------------|---|-------------------------------------|
| Credible | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Reliable | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Experienced | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Professional | | <input checked="" type="checkbox"/> |
| Approachable | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Friendly | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Local | <input checked="" type="checkbox"/> | |
| Caring | <input checked="" type="checkbox"/> | |
| One of them | <input checked="" type="checkbox"/> | |
| Trustworthy | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Passionate | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Non-judgemental | <input checked="" type="checkbox"/> | |
| Strategic thinking | | <input checked="" type="checkbox"/> |
| Supporting | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Fashionable | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| On trend | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Respectable | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

MISSION & VISION

Mission and Aims

Helping individuals independently or via their company to create the right first impression by offering help with their personal image, specifically through colour & style analysis. Ensuring they choose the right colours & styles for them

Vision

To run a professional, trusted, niche business that fits around my family & offers me a good standard of living.

DEFINING A STRATEGY

MARKET SITUATION – SWOT analysis

| Company | | The Competition | | The Market | |
|---|---|--|---|--|--|
| STRENGTHS | WEAKNESSES | STRENGTHS | WEAKNESSES | STRENGTHS | WEAKNESSES |
| <p>Client Name herself</p> <p>Location</p> <p>Opportunities for new business – commercial and individuals</p> <p>Service variety</p> <p>Making connections within the community</p> <p>Niche areas that are covered</p> <p>Alliances and partnerships</p> | <p>Marketing strategy at present</p> <p>Commercial client market could be stronger</p> <p>Presence isn't as well known, currently</p> | <p>They have more of a proactive marketing strategy in place</p> <p>More established offline and online presence</p> | <p>Not as established</p> <p>They may not offer as much bespoke work or the variety of services – see the USP</p> | <p>Competition is high locally and nationally /London based</p> <p>High demand for services</p> <p>Affluent local area</p> <p>Nation of fashion and style lovers</p> | <p>Have people had enough of airbrushing and fashion?</p> <p>Will clients assume Client Name is expensive?</p> |
| OPPORTUNITIES | THREATS | OPPORTUNITIES | THREATS | OPPORTUNITIES | THREATS |
| <p>Social media and Networking development</p> <p>Lead generation through building a database and effective marketing campaigns</p> | <p>Competition is high locally</p> <p>Not well established at present</p> <p>Pricing perception. Initially it is seen as expensive, but once explained then clients always come round</p> | <p>May have their own growth plans that are further down the line at this stage</p> | <p>More testimonials and case studies</p> | <p>Growth potential</p> | <p>Growth potential of online vloggers and bloggers. Will people work this out for themselves</p> |

| FEATURES of Company A | BENEFITS of Company A |
|-----------------------------|--|
| Unique service offering | The clients get a 360degree service including hair and accessories = they get value for money and a full head to toe service. |
| Experienced and credible | Client Name has experience and testimonials from both market audiences = the client is assured of a high-quality end service so it minimises the risk and worry when making the purchase. |
| Locally based | Company A/Client Name lives, works and operates locally = the client gets a face to face visit and therefore the best quality outcome and end product. This applies to individual and corporate clients. |
| Enthusiast and approachable | Client Name has a natural way about her and is empathetic = the client gets a non-judgemental service and will feel relaxed, therefore getting more out of the whole user experience. |

These are not written in a ranked order of priority.

DEFINING THE TARGET AUDIENCE

CLIENT PROFILE

Who are Company A's clients?

Initially, two target audience groups have been identified.

1. Individuals – women 35+ who are looking for help after childbirth or the menopause or other body changes. Women in these situations can often feel a bit lost body wise, confidence wise and image wise.
 - a. Men are also an audience group to be targeted. Men will be incorporated under the individuals umbrella.
2. Corporates - forward thinking companies who identifies with the fact that personal image and company brand goes hand in hand.
 - a. They have a deicated HR person and up to 100 staff

Both target audience groups are primarily Bucks based, going out into Berks and the outskirts of some of the Home Counties.

In terms of value and client profitability, the corporates are the more profitable.

DEVELOPING THE TACTICS

COMMUNICATIONS PLAN

The plan includes a range of campaigns and ideas with a range of budgets for Company A to pick what is to be done, where support is needed and what is required to be outsourced.

How can a range of Marketing activity help?

Here is some free information and advice to consider as part of the recommendations in the Communications Plan overleaf, regarding PR and Copy writing.

PR

- What is PR?
- What can it do for your business?
- Other benefits
- Can it work for a business of any size?
- Case study example
- Overview of different media outlets and how they work – regional, trade, national
- How to get started
 - Barriers, nothing to say, writing skills etc
 - Case study example

 - What is your personal story?

 - What do you want to be famous for?

 - Business milestones and events

 - How to share your expertise

 - Setting realistic goals

 - What resources do you need?

Via a partner company, Pinpoint Marketing can offer you/your business this as a 2-hour course for £187 on a one to one basis. This includes researching the individual and business beforehand to make sure ideas and suggestions are made appropriately on how to move your PR forward.

COPY WRITING

The role of a copywriter is to compile content for websites, case studies, blog posts, social media posts, or pretty much anything that needs words to get a message across.

Any writing, as part of your marketing campaigns, needs to be compelling - in order to get a message across quickly and succinctly in today's busy digital age.

Why would or should you outsource your copy writing?

I bet you can write lots about your business, but can you capture your audience in a heartbeat?

Copywriting is a skill that goes over and above simply being able to describe a product or service.

Cost depends on the amount of research required to generate content and whether the brief is clear or if you are starting from a blank sheet of paper.

Via a partner company, Pinpoint Marketing can offer you/your business a full copy writing service as part of an in-depth look into the messaging, positioning and branding. Every job is different, so pricing varies.

Training courses are also available.

SEO

What is SEO?

Search engine optimisation (SEO) is the process of improving the position that your website appears in the "organic" search results returned by sites such as Google. This means that when people are searching for a business like yours they find you and not your competitor.

Why do it?

Research shows that 94% of Google searches don't go beyond the first page so if you want your potential customers to find you, it's really important to get onto that first page.

How to do it?

In order to achieve good SEO for your site you need to make sure:

- Your site is structured and tagged so that it can be found
- The content of your site contains the relevant keywords and phrases that people will use to find your business
- You are creating a web presence for your site through social media, blogging and referrals

The first two stages in this process are all about ensuring your on-page SEO work is complete, so making sure all the right fields filled in, tags added and descriptions completed. By not taking the time to complete everything, when the google spiders visit your site, they are not seeing everything on the pages so miss the vital signposts for indexing your site. This makes it much harder to match to customer keyword searches. What is the point of having a beautiful website full of amazing content that no one can find?

The third stage is an ongoing process where you build a web presence over time using news, reviews and referrals from your business space. This can form a key part of your marketing efforts and is a really cost-effective way of reaching your customers.

Step 1 Site review & recommended actions

I will undertake a detailed review of your site. This will include:

- Checking Image tags, title tags, alt text etc
- Keyword research to find out the most searchable terms your audience are using.
- Copy review – check the keyword density of your copy
- Competitor benchmarking and cross matching keywords
- Reviewing Google analytics – traffic, where from, what pages do they visit

As a result of the review I will put together a detailed action plan of what is required in order to optimise your site. For example, this could include rewriting copy to include keywords, image tagging, updating page descriptions as required.

Step 2 Updating your site

You may prefer to do the updates yourself but, if you prefer, I can do them for you quickly and efficiently. Then you can cross it off your to-do list and focus on creating some great content about your business. If required I can set you up with google analytics so you can see more details about who is visiting your site, what they are searching for and what pages they visit.

Via a partner company, Pinpoint Marketing can offer you/your business this service in two steps:

Step 1 - Review and Recommended Actions £200

Step 2 – Prices depends on requirements from £75

IMPLEMENTING THE PLAN

COMMUNICATIONS PLAN

Company A wishes to grow its client numbers and increase its sales through new clients and existing ones, across both target audience groups. At present, the marketing tactics suggested are to cover both target audience groups. The messaging can be amended on a campaign by campaign basis. The plan is written in a suggested order. Activities can be moved around accordingly depending on budget, deadlines and so on.

| PHASE 1 – Groundwork and Research | | | | | | |
|---|---|--|--|--|---|------------------------------|
| Month | Target Audience (Individual/Corporate) | Activity | Activity Detail | Purpose | Costings | Responsibility of |
| December | Both | Marketing Plan | | | £347 | Pinpoint |
| December/ January | Both | Marketing Plan meeting or call | Run through the plan and discuss/firm up plans | Get the marketing started Meeting date tbc – see email | Inc as above | Pinpoint and Client Name |
| PHASE 2 – Marketing Activity – 90 DAYS | | | | | | |
| Month | Target Audience (Individual/Corporate) | Activity | Activity Detail | Purpose | Costings | Responsibility of |
| January | Both | Database building Client Name has a Mail Chimp account | Pinpoint recommends setting up a database of clients past, present and leads. With their permission, capture their contact info plus areas you can use to segment them and market to them eg size or which season they are, date of birth etc. Create Two lists – individuals and companies Then, consider how to grow the database? - Sign-up link on the FB page (set up the form via Mail Chimp and use the link on FB, social media, via Athena etc) - Via more website traffic eg -get sign- ups via downloads (in exchange of | Generate leads and create a sales pipeline | Costs tbc depending on support required and database sources to be outsourced | TBC |

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| | | | <p>downloads)</p> <p>- Via networking and getting sign-ups</p> <p>Create a wish list of companies. Carry out market research to these companies to get the name and telephone. Call them to get permission to email them.</p> <p>Or</p> <p>Look into buying a mailing list and sending the target audience an html email with an offer</p> <p>Or go on a telemarketing course if you wished to do this.</p> <p>http://www.communiqueassociates.com/telemarketing-and-lead-generation.html</p> | | | |
| January | Both | Newsletter set up | Once this database is set up, design a Newsletter template in Mail Chimp | For cross and upselling Eg make-up or scarves or clothing | £97 for the set up and design | Pinpoint |
| January | Both | Mail Chimp training | <p>Would you require this?</p> <p>2-hour training sessions where you will learn to:</p> <p>Set up an account</p> <p>Set up lists and manage lists</p> <p>Set up a template (images, colours, boxes, headers, footers, links, shares and more)</p> <p>Send out campaigns and track/follow up</p> | | £75 | Pinpoint and Client Name |
| January | Individuals | Social Media set-up (see page 7) | <p>Setting up a Twitter account (or review one of the existing ones?)</p> <p>Setting up Google+/Google my business</p> | Build leads and contacts | £0 | Client Name |
| February | Both | <p>(see page 13)</p> <p>Linkedin</p> <p>Twitter</p> <p>Facebook</p> | <p>Linkedin training:</p> <p>Articles</p> <p>Posting</p> <p>Company page</p> <p>Editing biog (as noted above)</p> <p>Create a Biz Hour?</p> <p>Set up your own Facebook group?</p> | Make the most of the tool for lead generating | <p>£50 or part of a day rate</p> <p>£0</p> <p>£0</p> | <p>Pinpoint and Client Name</p> <p>Internal</p> |

| | | | | | | |
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| | | | | | | Internal |
| February | Both | Content Plan | <p>Create a content plan for the year, to be used for social media, website, blogs and so on. Themes and drafts.</p> <p>Include: Include the initial offers Workflow Testimonials and case studies Tell a story Use videos Mention all the products and services Include hot topics</p> <p>Discuss a workflow process/automation with sign-ups, newsletters, offers, monthly minute etc</p> <p>Set up Hootsuite for scheduling ease</p> | <p>To ensure all aspects of the services are marketed and to enable content to be written and recycled for all purposes</p> <p>Plan will contain outline of ideas and draft wording in a template per medium per month.</p> | £147 | Pinpoint |
| March | Individuals | Establish partners and alliances to target individuals | <p>Hair colourists and salons Dating sites/agencies Boutiques and shops (works with Trunk Clothing and Forge Boutique)</p> <p>Introduce a shop of the month? Joint marketing activity?</p> <p>Email or write to them, find and follow on social media and work on to build a pipeline</p> | Generate leads and build a sales pipeline | £150 (half day) or part of a retainer | Pinpoint |
| March | Corporates | Establish partners and alliances to target Corporates | <p>Business coaches, sales trainers</p> <p>HR managers/consultants and Sales/business trainers (re dress guidelines)</p> <p>Pinpoint could write emails of introduction to HR managers I know</p> <p>Email or write to them, find and follow on social media and work on to build a</p> | Generate leads and build a sales pipeline | £150 (half day) or part of a retainer | Pinpoint |

| | | | | | | |
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| | | | <p>pipeline including:</p> <p>HR:</p> <p>Emplaw, Viridian HR, Eli Action</p> <p>Others</p> <p>People Animators</p> <p>Sales personnel too</p> | | | |
| March | Corporates | Create collateral | <p>Review collateral to take to networking events:</p> <p>Brochures (or folders and inserts)</p> | Use as leave behind pieces and to up/cross sell | £Price TBC depending on designer, printers etc | Pinpoint and Client Name. And a designer/printer |
| April | Both | PR - editorials and articles with to co-promote or advertorials | <p>Local and national glossy women's magazines would work well as would press releases locally using a human angle like your charity donations/events eg Bucks Life, Limited Edition .</p> <p>Research would include finding and sourcing the publications locally and Nationally – HR press (features lists) business/service connection</p> <p>plus see Twitter journo requests</p> | Raise your profile and increase brand and service awareness | £150 for the report | Pinpoint |
| April | Individuals | Advertising options – on and offline | <p>Advertising – village adverts, solus emails. Local papers and magazines, Huffington Post, Forbes</p> <p>Speaking opportunities</p> <p>Guest blogging opportunities</p> <p>Online directories – free listings, join social media groups, forums, options via the above-mentioned press etc</p> | Weigh up options, costs, timelines for advertising to generate online awareness | TBC, or included above? | Pinpoint |

PHASE 3 – Monthly Marketing – 30 DAYS

| <i>Month</i> | <i>Target Audience (Individual/Corporate)</i> | <i>Activity</i> | <i>Activity Detail</i> | <i>Purpose</i> | <i>Costings</i> | <i>Responsibility of</i> |
|----------------------|---|---|--|--|--|--|
| Monthly | Both | Social Media posting Blog posting Website content uploading | See above – content plan section Activity would include 3 posts per week, every week across all the social media platforms (existing and newly set-up profiles) | | | Client Name to upload content based on Pinpoint's posts. Or Pinpoint could upload posts for you. Price TBC depending on the brief |
| Monthly | Both | SEO | Consider more regular blogging and make the blog page more prominent What does Jo do for Company A monthly in terms of SEO reporting? Review Google Analytics monthly? | Maximise on the website, generate leads and use the findings to create consent and assess engagement | £0 | Client Name and Jo Dickie |
| Monthly or Seasonal? | Both | Newsletter | Mail Chimp will be set up by this time Continue to write, send and track a monthly newsletter to database. The content for this would stem from the overall content plan | Promote the HR services on offer to the database. Sell to the prospects and upsell to the existing clients. Content would be generated from the blogs and the overall content plan as detailed in this plan | £97 per newsletter inc writing, sending and tracking Monthly cost | Pinpoint and Client Name Or Client Name can to do internally |
| Monthly | Both | Review and accountability package | Through a simple report, Pinpoint can work with you to collate your activity, measure your success, point out | Get 2 hours undivided attention to | £100 | Client Name and Pinpoint |

| | | | | | | |
|---------|------|------------------------|---|--|---------------|----------|
| | | | <p>anything to change and generally check in with you to see how you/the business are doing.</p> <p>This monthly catch up could be done via a summary Skype call or face to face meeting on what's happened that month.</p> | <p>discuss activity. Areas could include advertising options or exhibition options you have been presented with? Opinions? Review of ideas, proof reading, second pair of ears and eyes, suggestions, measuring ROI and so on.</p> <p>Make plans for the next month with clear steps to be taken</p> | | |
| Monthly | Both | Social Media reporting | Reporting - review of monthly stats, trends, patterns, engagement and so on | <p>This would help track followers and growth. Plus determine future content. Track any leads or prospects to follow up on</p> | £50 per month | Pinpoint |

LONGER TERMS PLANS:

- Look into doing some webinars and then Q&A sessions. Like the style of Gail Morgan. <https://gailmorganstyle.com/> and <https://gailmorgan.leadpages.co/hand-luggage-only-secrets-webinar/>
- Consider writing a book or eBook?
- Another area to consider would be videos. These can be basic ones to start with using an iPhone to start with. (“explainer videos”)
- What about setting up an online/subscription based programme where clients can get tips, advice, how to, demos etc
- Radio advertising – speak with Sonia
- Speaking opportunities – ask Sylvia or Jo re PSA, what to charge for speaking and so on
- Join another Athena group

NOTES:

This plan includes pricing on a project by project basis. These hours/pricing are an estimate until an exact brief is received.

The other alternative is for any work to be carried out on a retainer style basis e.g. a day per week or days per month. Pinpoint Marketing is happy to work in either way.

In addition, Pinpoint is happy to be asked for an opinion, to proof read, for feedback and so on. This is a complimentary consultancy service, offered as part of an ongoing and longer-term marketing partnership.

IMPLEMENTATION AND EVALUATION

WHAT HAPPENS NEXT

PRICING:

Every effort has been made to ensure that the prices quoted are as accurate as possible. These may be subject to change however if the brief changes, demand for the product or if more or less work is required than anticipated.

Any price changes will be pre-agreed with Pinpoint/any other partners before work is given the go ahead.

The suggested timings of the plan are also subject to change. Depending on issues like internal changes and activities/briefs being more complex than originally thought, the projects may be delayed.

Some costs are listed as one-offs but they could turn to monthly costs.

Note the hourly cost if needed for Pinpoint is £50

Pinpoint can work on a project by project basis or on a weekly/monthly or retainer basis.

COMMITMENT:

In order for any marketing activity carried out by Pinpoint Marketing to succeed, Pinpoint will need:

Commitment of budget and time for regular marketing activity to allow such activity to make an impact

Time for campaigns like monthly newsletters or social media posts to take effect before being measured

Sharing of product and company knowledge and market knowledge as and when it comes.

In return Pinpoint will offer:

Introduction of any useful contacts

Commitment of time and expertise

Measuring and reporting on campaigns

Regular contact and updates

Professionalism and reliability.

NEXT STEPS:

Client Name and the team to review the marketing plan.

A meeting will need to be arranged to discuss the plan with Pinpoint Marketing and to also make some decisions on how to progress the plan and implement it.