

CREATING A MARKETING PLAN & PUBLISHING SCHEDULE

WHAT YOU NEED TO KNOW.

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WHY DO I NEED TO DO THIS?

- Honestly, it's just easier
- Less work for you, in the long run.
- Keep you from feeling roller coaster marketing effects in your business
- Keeps your customers informed
- Customers learn to expect your information
- Top of mind awareness
- More referral business. They know how to find your info.

LET'S START WITH A PLAN.

- What's your brand image?
- What do you want to convey to your customers?
- What do you want them to know?
- What do you want them to do with the information?



These are the building blocks of all of your marketing.

WHO IS YOUR CUSTOMER?

- Sounds simple, but vital
- Broad market or niche?
- How are you different than competition?
- What are your strengths? Weaknesses?
- What opportunities are there to capitalize on?
- Who is most likely to want your product/service?

DESCRIBE YOUR AUDIENCE

- Who are they and what do they do?
 - - Demographics (age, sex, family, income, geo)
 - - Lifestyle
 - - What do they do?
 - - Where do they gather?
 - - What commonalities do they have?
 - - Niche
 - - Business
 - - Clubs
 - - Geo



WHAT ARE YOUR GOALS?

- What do you hope to accomplish?
 - More sales?
 - Bigger sales?
 - Educate current customers on products?

Be specific. Create measurable goals, so you'll know if it's working.

CREATE STRATEGIES

- Social Media strategies
- Boosted posts & advertising
- Contests (including online)
- Newsletters
- Letters (snail mail) & Postcards
- Loyalty programs (gifts, appreciation events, discounts)
- Referral plans (when & how you'll ask)
- Phone calls

CREATE A BUDGET

- How much are you willing to spend?
- What ROI do you anticipate?
- Will the ROI be calculated immediately, or over time?
 - Loss leaders
 - Immediate sales
 - Lifetime value of a customer
- Percent of sales?
- Free or low cost?



ANY
QUESTIONS



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CREATING A PUBLISHING SCHEDULE

- This is a journey for most businesses
 - Little to no content (or low value content)
 - More content, with increasing value, but still low
 - Less content with more impact & value
- Creating a schedule will help you be more efficient and have less “writers block”.

WHAT WILL YOU WRITE ABOUT

- What do you want to convey to your customers?
- What do you want them to know?

You have 2 minutes. Start writing your ideas..... NOW!

WHAT WILL THEY DO WITH IT

- Do you want social engagement
- Do you want them to share it
- Do you want them to ask for more information
- Do you want them to visit your website

WHY ARE YOU WRITING?
THINK ACTION ITEMS.

WHERE WILL YOU SHARE

- Facebook
- Twitter
- Instagram
- LinkedIn
- Google +
- YouTube
- Blog
- Newsletter



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DECIDE FREQUENCY

	DAILY	WEEKLY	MONTHLY
Blog		2	4
Email Newsletter		1	4
Facebook	2		
Twitter	2		
Pinterest		4	16
Google plus	2		
Youtube			2

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PLAN IN ADVANCE

- Schedule a day of writing, or block off time when you are most creative. (Don't worry. The more you write, the more creative you'll get. Writing is a muscle.)
- Do videos all in one day, when you look and feel good.
- Write seasonal content at the beginning of the year and schedule with a content manager
 - Hootsuite
 - Constant Contact, Mail Chimp
- Create a “if this, then that” plan – then use it.

THE FINAL PIECE

- Add topical and timely content as time allows, and as it avails itself throughout the year.



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