



THE **ULTIMATE** GUIDE TO CREATING YOUR 2021 **MARKETING PLAN**



Hello!

Thanks for downloading our **ULTIMATE GUIDE** to Creating **YOUR 2021 Marketing Plan!**

The team here at **Spotted Fox Digital Marketing** created this jam-packed guide to help your business during this era when marketing is quickly transforming from in-person to online.

In this guide you will be introduced to digital marketing and marketing plans, and then be provided with ALL the tools you need to create a comprehensive marketing plan, that when implemented, will help your business GROW!

Our goal is that you experience an incredibly successful 2021 and that this guide was there to help set your business up for success. If you have any questions or are interested in marketing consulting we provide free consultations, just get in touch!

Sincerely,
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WHAT IS DIGITAL MARKETING?

Now that we've gotten introductions out of the way we wanted to start our **ULTIMATE GUIDE** with quickly covering the basics of digital marketing!

Digital marketing includes all the marketing efforts that use the internet or an electronic device such as a cell phone or tablet. Businesses need to take advantage of digital media such as search engines, social media, email, and other websites to connect with current and potential customers.



WHY IS DIGITAL MARKETING SO IMPORTANT?



With the increasing use of technology and the internet, digital marketing has now become more and more vital for your business and brand awareness. An increasing amount of businesses are making their way online via websites and social media, and more!

Digital content and marketing are now becoming so common that consumers now expect and rely on it as a way to learn about brands. If you are seeing your competition online more than

your own business, you'll know it's time to embrace digital marketing. Digital marketing has so many options and strategies, every business approaches digital marketing differently depending on its needs, budget, and resources. A huge plus with digital marketing is that you get to utilize tools like analytics to monitor the success of your marketing in real-time more than you could with traditional marketing!

TYPES OF MARKETING



SEARCH ENGINE OPTIMIZATION

SEO is the process of optimizing your website to “rank” higher on search engines like Google, increasing the amount of organic traffic a website receives.

Within SEO, there are a number of ways to approach SEO including...

On-page SEO: This type of SEO focuses on all of the content that exists “on the page” when looking at a website. By researching keywords you can answer questions for readers and rank higher on the search engine results pages (SERPs) those questions produce.

Off-page SEO: This type of SEO focuses on all of the activity that takes place “off the page” when looking to optimize your website such as backlinks. The number of other websites and blogs that link to you also affects how you rank for the corresponding keywords. By networking with other businesses, writing guest posts on their websites/blogs that link back to your website, and generating external attention, you can earn the backlinks you need to move your website up in rankings.

Technical SEO: This type of SEO focuses on the backend of your website, and how your pages are coded. Image optimization, inline and minimized CSS and Javascript, and more are all forms of technical SEO that can increase your website’s loading speed — an important ranking factor to search engines such as Google.



SOCIAL MEDIA MARKETING

Social media marketing involves promoting your brand and content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include Facebook, LinkedIn, Instagram, Snapchat, and Pinterest.



CONTENT MARKETING

Content marketing is the creation and promotion of content for the purpose of generating brand awareness, traffic growth, lead generation, and customers. These include blog posts, ebooks, and infographics.



PAY PER CLICK (PPC)

PPC is a method of driving traffic to your website by paying a Google or website every time your ad is clicked. One of the most common types of PPC is Google Ads, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC include: Paid ads on Facebook, Sponsored Messages on LinkedIn, and Affiliate Marketing.



VIDEO MARKETING

Video is such a versatile and engaging format that connects with a huge audience and is also easy to share across multiple platforms. Consumers like it because it's easy to digest, entertaining, and engaging, and marketers like it because it can give a potentially huge return on investment (ROI) through many channels. There are plenty of different types of videos that are effective at content marketing such as explainers, interviews, product reviews, testimonials, and more!

DID YOU KNOW?

Digital marketing is slowly replacing traditional marketing!



EMAIL MARKETING

Businesses use email marketing as a way to communicate with their customers. Email is often used to educate, promote content, provide discounts, and announce events. The types of emails you might send in an email marketing campaign include blog subscription newsletters, follow-up emails to website visitors who downloaded something, customer welcome emails, holiday promotions, and tips and tricks!



IMPORTANCE OF A MARKETING PLAN

We have covered **A LOT** in these first four pages, and the education doesn't STOP! Now that we have set the foundation for digital marketing, let's talk about what you are really here for, **MARKETING PLANS!**

Every business utilizes marketing in different ways to engage their target market. A **Marketing Plan** is a comprehensive document that outlines your overall marketing efforts, including external and internal marketing, budget, and goals. A Marketing Plan is a blueprint that outlines how your business will implement a marketing strategy to achieve business objectives including sales targets or customer acquisition.

Here are 4 reasons your business needs a marketing plan!

Reason 1 – A Marketing Plan Maximizes your Marketing Budget and ROI

A component of a marketing plan involves setting a marketing budget. According to the U.S. Small Business Administrator, startups and small businesses should plan to spend about 7% to 8% of their gross revenue on marketing and advertising. If profit is falling below \$5 million annually, the U.S. Small Business Administration suggests bumping marketing spend up to 10% to 12% of gross revenue. However, setting a marketing budget involves more than calculating a percentage of your gross revenue.

Your marketing budget should take into account all aspects of your business, including internal and external marketing, print and digital marketing, the launching of new products or services, customer service, client retention, and more! Writing down each component of your marketing will help you see the full picture of your efforts and ensure you are not neglecting any key investments into your business's marketing.

DID YOU KNOW?

Most marketers are thinking 'mobile-first' when developing strategy.



Reason 2 – Marketing Strategy

What is your Unique Value Proposition (UVP)? Your UVP is a clear statement that describes the benefits of your offer, how you solve your customer's needs and what distinguishes you from the competition. *A value proposition is a promise of value to be delivered. It's the primary reason a prospect should buy from you.*

A UVP can also serve an important role internally as it forces you to consider your company's mission and its very reason for being.

As a business owner, you need to consider and communicate who your business is for, what drives you to offer the services you offer, and how you want to make a unique impact.

Your UVP is your key differentiator and the reason your customer will buy from you and an important part of your marketing strategy for attracting new customers.

Reason 3 – Being Proactive Instead of Reactive

A strategic marketing plan helps you to identify new trends, avoid potential threats, and capitalize on future opportunities. Through brainstorming, innovation, and creativity your business will be able to discover and implement marketing in a proactive manner rather than being reactive and constantly having to pivot every time a change occurs.

DID YOU KNOW?

Younger generations expect a more personalized experience when interacting with brands.

Reason 4 – Creating Consistency

A marketing plan also increases the consistency of your branding and messaging. When we help our clients with their marketing plans, we create campaigns surrounding business goals focused on reaching their target market through consistent messaging, branding, and look and feel. This helps your marketing better resonate with your customers, and hopefully keep your brand top of mind!



DO'S AND DON'TS WHEN CREATING A MARKETING PLAN

DO'S:

- ✓ Do make SMART Goals (Specific, Measurable, Attainable, Relevant, Time-Based) *We cover this more on page 10*
- ✓ Do evaluate your target audience and plan your strategy around them
- ✓ Do create a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- ✓ Do evaluate your website and social media
- ✓ Do evaluate your target audience and plan your strategy around them
- ✓ Do focus on what your customers want and need
- ✓ Do implement a strong social media strategy
- ✓ Do make your marketing plans mobile-friendly

DON'TS:

- ✗ Don't forget to study your market
- ✗ Don't forget to update your strategy often, marketing trends are constantly changing
- ✗ Don't misuse multimedia
- ✗ Don't hire multiple marketing vendors. Oftentimes businesses looking to improve their marketing will use multiple agencies in an attempt to save money but this just ends up costing you more of a headache and money in the long haul.
- ✗ Don't lose motivation.
- ✗ Don't get overzealous. It is ok to start small. If you set goals that are too big right from the start you are already setting yourself up for failure.
- ✗ Be realistic and reasonable with your marketing plan.

MARKETING TOOLS WE RECOMMEND

Marketing is so multi-faceted (*at least you want it to be in order to be successful*) that it's sometimes hard to keep up with everything!

Thanks to the digital age we live in and the advancements in technology, integrations and analytics, there are a vast amount of tools out there at your disposal. That being said, we wanted to make that search for the perfect marketing tool a little bit easier for you by providing you with a short list of valuable marketing tools we recommend in a few areas. **Trust us, your sanity will thank you for this!**



SOCIAL MEDIA

I think by now we all see the value of having a great social media presence for our business, but we also understand it's hard to find time in the day to create valuable posts. That's why we suggest that if you are going to manage your businesses social that you set aside 4-5 hours a month to create a full month's worth of content and ideas and then schedule it out in one of these social media scheduling apps so you don't have to think about it again until next month!

Free Option: Planoly

Paid Options: Hootsuite, Later

Honorable Mentions:

Answer the Public - A keyword tool that visualizes search questions and suggests autocomplete searches in an image called a search cloud. This is a tool that can help you with content and SEO.

Hashtag Expert - An intelligent Hashtag Generator for Instagram.





PHOTO EDITING

A big part of marketing and branding is professional and clean photography. That is why it's important to learn photo editing apps to help you create a consistent look for your business.

Free Option: VSCO

Paid Option: Lightroom

STOCK PHOTOGRAPHY

Sometimes photography just isn't an option, so we also wanted to provide a few stock photo resources we utilize!

Free Options: Unsplash, Pixabay, Pexels

Paid Option: 123rf.com

MONITORING ANALYTICS

Key Performance Indicators (KPIs) are important to your business and in digital marketing, you are actually able to track real time with analytics monitoring sites like the following listed. These will enable you to see if you are on the right track to reaching your marketing goals!

Free Options: Google Analytics, Facebook Analytics, Ubersuggest

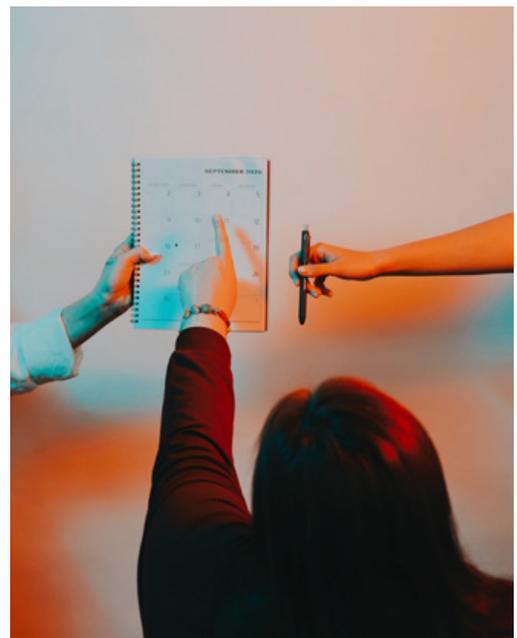
Paid Options: SEMRush, improvado.io

EMAIL MARKETING

Staying in touch with customers is important to the long-term growth of your business and increasing your overall sales and repeat customers. Listed below are email marketing tools we use to stay in touch with our clients!

Free Option: Mailchimp

Paid Option: ActiveCampaign



SETTING GOALS

Setting marketing goals for your business is not only important but **NECESSARY** for success! When setting goals we suggest you set SMART goals. SMART stands for: *Specific, Measurable, Attainable, Realistic, and Time-Bound*.

Set time aside to think through each part of your business and identify what marketing goals you need and how you'll measure them. Here's how we work through each step in the SMART goal framework to set goals for integrated marketing efforts.

S FOR SPECIFIC

Define goals for both revenue AND for your brand.

The goals you define for your company — both for your specific marketing initiatives and for your company as a complex body — set the tone. They communicate what's a preference, what you hope to accomplish and ensure accountability.

It's crucial that when you're setting these goals that you're setting them both for revenue and the success of the brand.

M FOR MEASURABLE

Determine key performance indicators (KPIs). Defining success early on is crucial to estimate your ongoing progress. What criteria, or key performance indicators (KPIs), will you use to demonstrate that you've achieved success?

A FOR ATTAINABLE

This focuses on how important a goal is to you and what you can do to make it attainable and may require developing new skills and changing attitudes. The goal is meant to inspire motivation, not discouragement.

Think about:

- how to accomplish the goal,
- if you have the tools/skills needed,
- if not, consider what it would take to attain them.

R FOR REALISTIC

Verify that what you're proposing is practical. The Realistic SMART goal step provides an opportunity to chat with your team about whether the goals are realistic. Is your team up for the challenge? Do they think it can be done?

Once you've matched your goals and KPIs with actual time-sensitive expectations in the next step, you're ready to develop a useful, goal-oriented marketing strategy.

T FOR TIMELY

Designate short and long term marketing goals. How long will it take to reach the goals you've set forth? Match your goals to timeframes.

EXAMPLES OF SMART GOALS FOR MARKETING

- ✓ Grow leads by 5% via email newsletter conversions in the next month.
- ✓ Double our website traffic over the next 12 months by publishing 2 high-quality, targeted blog posts per week.
- ✓ Boost our Instagram engagement rate from 4% to 5% in 30 days by publishing 15 high-quality images and/or videos optimized with relevant hashtags.
- ✓ Improve our customer retention rate by 5% for the year by implementing cross-selling and upselling strategies and offering bundled prices.
- ✓ Boost our client retention rate by 25 percent in six months by conducting a customer listening campaign to learn where to add value for mature accounts.
- ✓ Boost our average open rate for our email marketing campaigns 10 percent by split-testing headlines.

S

SPECIFIC

What do you want to achieve?

Be **clear** and **concise** when setting goals

Example:

My 2021 goal is to increase my brand awareness through the use of social media

M

MEASURABLE

How will you know when you've achieved it?

Set goals that are **easily trackable**

Example:

I want to increase my Business's followers by 300 in 3 months

A

ATTAINABLE

How can the goal be accomplished and what steps can you take?

List **specific tasks** you will take to reach your goal

Example:

A few things I will do to increase my brand awareness is paid ads, posting on social media consistently, and updating my website

R

RELEVANT

Why is this goal important to you and how is it going to impact your business?

List the ways that this goal will **help your business** in the future

Example:

Increasing my brand awareness will get me more clients and give my business the chance to grow and expand

T

TIME-BOUND

When do you want to achieve this goal?

Set a **target date** for your goal so you can successfully reach it

Example:

This goal should be met by January of 2022



GOAL TRACKING

Tracking goals is an essential way to ensure you meet your business goals. If you do not track your goals there is no accountability. Here at Spotted Fox we like to use the following form to track our SMART goals!

What is my goal?

Break down your goal into monthly goals.

Now break down your monthlys goals into weekly goals.

How are you going to track your progress?

When will you know you've achieved your goal?

WHAT TYPE OF MARKETING DOES YOUR BUSINESS NEED?

Follow this flow chart to find out what type of marketing is best for your business!



YOUR 2021 MARKETING PLAN

Now that we have given you ALL the tools you need to create your marketing plan it's time to put them to good use and take action!

1. MARKETING OBJECTIVES

List out your business's specific marketing goals and objectives for the 2021 year. When planning your marketing goals, remember to use the SMART method.

2. PRODUCTS / SERVICES

Define each of the products and/or services that you offer.

3. TARGET AUDIENCE / TARGET MARKET

Who is your ideal customer? Realize your business is not meant for everyone and envision who it is PERFECT for! Who are you seeking to and what are their demographics? Be as specific as possible.

4. COMPETITIVE ANALYSIS

Assess your position in your market using a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

5. UNIQUE VALUE PROPOSITION

What do you offer to your customers beyond the physical product or services? Ask yourself what problem does your business solve? This is what give you an advantage and sets you apart from your competitors.

6. PROMOTIONAL MIX

There are a lot of different tools for promoting your business out there. Which of them do you currently use and what are you interested in using? List out specific media and platforms.

USING	WANT TO USE

7. BUDGET

How much money do you have in your budget to spend on marketing? Don't forget to list your reoccurring costs such as website hosting, app fees, etc. We recommend you set aside 7-10% of your revenue to go towards your marketing efforts. If you have a large budget, it may be effective to break down your budget by month or quarter.

MARKETING INITIATIVE	FREQUENCY	COST	BUDGETED AMOUNT
TOTAL MARKETING BUDGET			

8. TASKS AND ACTIVITIES

The next 2 pages will help you create a general framework for planning out your marketing efforts over the course of 2021. We recommend you create additional monthly and weekly calendars to track specific campaigns and projects.

MONTHLY TASKS

SEO

WEBSITE

EMAIL MARKETING

SOCIAL MEDIA

VIDEO

DIGITAL ADVERTISING

THEMES AND MESSAGING

<p style="text-align: center;">JANUARY</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">FEBRUARY</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">MARCH</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>
<p style="text-align: center;">APRIL</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">MAY</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">JUNE</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>
<p style="text-align: center;">JULY</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">AUGUST</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">SEPTEMBER</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>
<p style="text-align: center;">OCTOBER</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">NOVEMBER</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>	<p style="text-align: center;">DECEMBER</p> <p>THEME:</p> <p>PROMOTION/CTA:</p>

Thank you!

We just wanted to pop back in to let you know how much we appreciate you downloading and utilizing our ULTIMATE GUIDE to Creating YOUR 2021 Marketing Plan!

We'd love to hear from you and about your experience in using our guide... if it helped you or if you see something that could be improved, WE WANT TO KNOW!

Lastly, if you are looking for a forward-thinking marketing agency to help you with implementing any or all of your marketing strategy for 2021, look no further!

Our List of Services Includes:

- ✦ Brand Identity & Logo Design
- ✦ Website Design
- ✦ Video Production
- ✦ Social Media Management
- ✦ Online Advertising
- ✦ SEO
- ✦ Marketing Consulting

Schedule your free consultation on our website or by emailing us at info@spottedfoxdigital.com

To Success!

Nathan Robertson, CEO

Brad Sappenfield, COO

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WE BUILD BRANDS WITH
PURPOSE AND PASSION.

