

Regina Y. Favors Website

# Favors Marketing Plan Template Worksheet

Part of Favors Marketing Lessons

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## FAVORS TENTATIVE MARKETING PLAN TEMPLATE WORKSHEET

The Favors Tentative Marketing Plan Template Worksheet is based on the development of the Regina Y. Favors Website Tentative Marketing Plan (Full and Condensed) and the subsequent Regina Y. Favors Website Digital Marketing Plan.

The primary marketing goals for this worksheet include 1) building brand awareness, 2) driving traffic to the website, and 3) creating a targeted online consumer base. The primary goal is to prepare a niche product for competition by researching and creating a tentative marketing plan based on a product and/or service.

This template worksheet includes digital ads and event planning considerations, which are all-important for moving products and services forward into a competitive position(s). This worksheet is a planning guide and requires preliminary research into the industry and area of expertise.

To best understand this template worksheet, read the Regina Y. Favors Website Tentative Marketing Plan. It will help you to understand the language needed for each of the sections outlined below. There are accompanying Favors Marketing Lessons worksheets and video and educational materials.

### LEARNING OBJECTIVES

By the end of this template worksheet, students and workshop participants will be able to do the following:

- Outline responses for a tentative marketing plan.
- Research a sample event based on tentative marketing goals.
- Reflect on current tentative marketing goals.

The tentative marketing plan template worksheet introduces the concept for exploration and application in a fully developed tentative marketing plan.

## VIDEO LESSONS

To complete this Tentative Marketing Plan Template Worksheet, review the following video titles:

- [Favors Marketing Lessons: Marketing Goals Worksheet](#)
- [Favors Marketing Lessons: Pre-Marketing Plan Checklist](#)

This is the primary video connected to the documents. There are additional videos available on YouTube. Here are the titles and links:

- [Favors Marketing Lesson: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
- [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

Both function as online workshops prepared for a small business owner specializing in digital marketing. Use of the video is subject to fair use.

## LEARNING RESOURCES

The learning resources for this marketing goals worksheet are based on the Regina Y. Favors Website Tentative Marketing Plan (full and condensed) and the Regina Y. Favors Website Digital Marketing Plan, Campaign #1. Here are the links to the resources:

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)
- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1](#)

Both source materials are helpful for understanding the individual elements of preparing the tentative marketing plan. They are available on Amazon.com for purchase.

## LINKS/CONTACTS/SOCIAL MEDIA

The contact information includes website and social media pages:

- Website: [www.reginayfavors.com](http://www.reginayfavors.com)
- Amazon author page: <https://amazon.com/author/reginayfavors>
- Facebook author page: <https://www.facebook.com/lifereboundrecovery>

- Instagram: <https://www.instagram.com/reginayfavors/>
- Twitter: <https://twitter.com/reginayfavors>
- LinkedIn: <https://www.linkedin.com/in/regina-y-favors-a8887724/>
- YouTube: <https://www.youtube.com/@reginayfavors>

## FORTHCOMING TITLE

The following title is in progress.

- Favors Marketing Lessons 101: A Workbook and Action Planning Guide

It will house all the worksheets and references to online lessons.

Please review and complete Pre-Marketing Plan Checklist for insight.

## FRONT MATTER

### Front Matter

Consider the front matter you will use for your tentative marketing plan. This may include creating a table of contents page, acknowledgement page, etc. Review the standard front matter of a book, training guide, and/or manual. Use the space provided below to jot down your plans.

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### CEO/President's Welcome Statement

Think about your company's welcome statement. It usually precedes the main content to introduce the reader to your company, vision and/or mission statement, and purpose for creating the tentative marketing plan. Compose your considerations here.

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### Company Information (Overview)

Knowing your company information is important. You should be able to provide a two- to three-sentence statement regarding your company, its founding and formation, and its purpose for being in business. Research sample company summaries by visiting a company's website. Review the language. Then compose your own tentative statement.

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All the information at the beginning of the tentative marketing plan should be brief. There should be more detailed information throughout the sections of the plan.

## TENTATIVE MARKETING PLAN

The tentative marketing plan is based on the idea of testing the marketing for your product and/or service. It allows you to determine your marketing goals, create and develop a digital advertising campaign, and study the market and/or industry for your product and/or service. If you have a niche product, you do not have competitors. You have not built a sustainable brand to compete with other companies that might offer similar products and service offerings.

Therefore, you are coming to the market as the status quo underdog. Your initial marketing goal would require that you build brand awareness. That can be accomplished by running digital ads on one or more social media platforms. This requires that you create or hire someone to create the digital ads for your product and/or service.

Review the following tentative marketing template worksheet to gain some sense of how to structure the information. Purchase the Regina Y. Favors Website Tentative Marketing Plan to best understand the language needed for each section. You may also research “sample marketing plans” by conducting a Google search. Any keyword or concept you do not understand, research that information on the Internet.

### **Tentative Marketing Plan**

The tentative marketing plan is composed of the following sections. Be ready to research and compose a response to each of the sections, tailoring the information to your company.

#### **Business Summary**

Develop a business summary. You can determine how long the summary will be for your company. Consider the following tasks:

- Task #1: Research sample business summaries by conducting a keyword search.
- Task #2: Review the sample business summary.
- Task #3: Draft a sample business summary tailored for your company.

Draft here.

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## Business Initiatives

Your business objectives are based on the goals you set for your company and product offerings. This means that you must look at your company both comprehensively and individually. If you have more than five (5) books that you want to market, then what might be the first marketing campaign that you could adopt to begin the process. You could market the books as a collection or as individual products. Therefore, your business objectives must align with your marketing goals.

Research and review sample business objectives for a company. Then compose a sample business objective based on your company's vision and/or mission.

Draft here.

Business Objective #1

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Business Objective #2

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Business Objective #3

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Business Objective #4

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## Market Analysis

Knowing your market is important because the demographics you believe you may be catering to might not be the audience that supports and/or purchases your books. In fact, when you conduct an advertising campaign and review the data analytics, you might find that the age and gender distribution might be different from what you planned for. Therefore, knowing and understanding your market based on the product and/or service offering is an important drafting step. Conduct the following tasks:

### Task #1: Online Consumer Analysis.

Study your online consumer based on your assumptions concerning your product. For example, do you believe your product appeals to the 18-year-old influencer? If yes, then what is important to that potential online consumer? You would have to study that consumer, which might inform a potential buyer's persona description. Research sample consumer analysis statements. Then use those statements as a guide for creating your own.

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### Task #2: Customer Analysis

There is a difference between an online consumer and an online customer, the latter as defined as someone who purchases your products. Define your customer.

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### Task #3: Tentative Demographics

The demographics for your product will ultimately be based on the data you receive after conducting your first digital advertising campaign. For now, who is your demographic? Your demographics may complement your customer analysis, but this is something you must determine now so that your marketing campaign is effective. What is the demographic for your product and/or service offering?

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**Task #4: Test Case**

You need a test case for your product or service to measure success when you put the marketing plan into operation. For example, a test case could be attending a book conference to showcase your products, which would help to build brand awareness and possibly drive traffic to the site. Another test case could be manually uploading digital ads to multiple areas on a social media platform. Regardless of the process, conducting a test case will help you gauge interest. Consider a test case for your product and/or service.

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**Task #5: Education Campaign**

You also need an education campaign. If you are offering a niche product, then this means that you have no true competitors because you are not yet competitive. No one knows your product enough for the consumer or customer to consider your product over the popular product.

People tend to go with what is convenient and what is habitual. Even if they have a taste for another hamburger, they will always go to the burger restaurant that is closer to their home. Because potential customers are not aware of your products and/or service offerings, you must create an education campaign.

Not only are you creating an education campaign concerning your product and services, but also educating potential customers on the topic, especially if it is a self-help concept. Therefore, draft different types of educational campaigns that you might consider as part of the pre-planning for the marketing plan.

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**Competitor Analysis**

Although you do not have direct competitors because you are a niche product, there are competitors on the market that are established and with a proven customer base. If you are writing, publishing, and marketing a book on overcoming romantic breakups, and there are multiple titles on that topic, then you would have to determine what is going on with each of those competitive titles to your one book. This means that you might have to purchase at least

five popular titles, read them, and gain a sense of how they are marketed. Research competitive products and/or services on the market. Draft the information here.

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## SWOT Analysis

Conducting a SWOT analysis should be every business owner's objective. Understanding your own SWOT as an individual should provide some insight into how you might conduct business. For example, if you are a procrastinator in your personal life, track how much you procrastinate in your professional life. If you have never resolved that issue in your professional life, you can expect to see it in your business life. Therefore, this is the time to identify your company's strengths (what you do well), weaknesses (what you don't know), opportunities (how you can improve), and threats (what could take your company down). Draft responses below.

### Strengths (S)

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### Weaknesses (W)

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### Opportunities (O)

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### Threats (T)

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## Marketing Strategy

Your marketing strategy must consider not only marketing of physical copies of your products, but also digital and online-based solutions and services. In a business environment that embraces social media marketing, you will not be able to pick and choose whether online marketing is good for your product or service!!!!!!!!!

That is a place that you must come to on your business journey. Therefore, in understanding this as fact for your business, you will need to create digital ads that you can deploy online and that you can utilize as physical copies at book fairs and conferences. In considering at least two ways you want to market your product, determine your process for developing digital ads, utilizing physical flyers, and managing the process by managing the Ps of marketing. Draft a response to the following:

### Digital/Online Ads

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### Physical

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### The 7 Ps

The 7 Ps include the following. You will need to draft an individual response based on your company's product or service offerings.

### Product

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Price

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Place

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Promotion

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People

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Process

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Physical Evidence

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## **Marketing Channels**

Marketing channels are defined as sets of people, organizations, and activities necessary to facilitate the transfer of goods from the point of production to point of consumption, from production to end-user (consumer).

There are four (4) types of marketing channels, and they include: websites, email, targeted digital advertising, and events (online and in-person). Thus, the purpose of a marketing channel is to allow the exchange of information between the brand and its customers, and this is usually done by executing one or more marketing goals.

Given the four referenced marketing channels, how will you exchange your goods and services from production to the consumer and customer? Draft a response for each of the following four marketing channels:

Website

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Email

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Targeted Digital Advertising

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Events

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## Customer Conversion Tools

Engagement does not necessarily mean conversion. This means that although customers may engage your posts and digital ads, as in liking, commenting, and sharing, those categories of engagement do not equal conversion in which the customer completes a predefined goal you have set.

For example, if your marketing goal is to get more engagement for your product and/or service, and you run a digital ad campaign for seven days to test the market, then you will undoubtedly get engagement. People click on ads sometimes blindly because of the visual design and because the content might have some resonance. However, even with call-to-action language represented on the digital ad, there is still no guarantee that an online consumer will click the ad to purchase the product. Clicking and purchasing are two different things.

However, if your conversion goal is to get people to subscribe to your website by simply leaving an email address, this can be achieved, but people buy into what they believe benefits them. If your website and the content you house on that website does not resonate with them, online visitors may not even enter their email to subscribe. They may base their decision on the idea that they would receive multiple emails and/or notifications when you post and because the content has no resonance for them, they are not willing to receive any updates concerning your product.

Therefore, a conversion goal must consider the mindset of the customer and focus on the standards, boundaries, and expectations of the customer. That is hard to consider when you do not directly know the customer; however, gauging current customers, i.e., those who like your posts, and visiting their online profiles might garner some insight for designing future digital ads that are customer focused. The following references are customer conversion tools for which you might create a digital ad.

Draft a response to each of the following to determine how you might create the language for the digital ad. For example, for the “advertising campaign,” it is broad. Focus on creating a digital ad campaign based on the marketing goal of driving traffic to your website or online store. What might be the marketing language you use to ensure online visitors (consumers who see) convert to purchasers (customers who buy)? “Subscribe Now!” or “Visit our eStore” or “Click for more information” might be advertising language you use to move the consumer to customer.

### Feedback Form

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Social Media Buttons

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Subscription

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Tagging

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Advertising Campaign

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eCommerce Store

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## Financial Planning & Considerations

Financial planning is a necessary strategy to ensure you are sponsoring digital ads appropriately. You must have the budget to sponsor digital ads. The ads you create for Facebook and Instagram are much more cost-effective than the ads you might create for LinkedIn. With LinkedIn, advertising costs tend to be based on the type of marketing activity you set, i.e., build brand awareness or drive traffic to the website.

When you start your ad campaign, you place a bid. The LinkedIn ads are sold through the ad auction where your bid competes with other advertisers who want to reach the same target audience who make up the LinkedIn audience. The costs to advertise will depend on the bid and desirability of the target audience. Advertising may not be feasible if your budget is low.

Therefore, studying the different digital advertising programs to determine which is the best budgetary fit will be necessary to ensure that you can run your campaign effectively, increase your reach, and assess the potential of converting consumers to customers. Draft a response to the following regarding your financial planning. Based on your individual research, only you can determine what constitutes a financial projections gap or the cost of services for using a marketing company might apply for you. Pose the following as questions: What is my financial projections gap(s)? Then draft your response.

### Financial Projections Gap

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### Budget Planning & Considerations

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### Figure. Marketing Company A Cost of Services

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Social Media Platform Provider A Cost of Services

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**Marketing Goals**

Marketing goals are simply the business objectives you set for a product, service, and your brand. Whether you are marketing online or for a store-based product, you will need to create marketing goals to measure success. Determine which product(s) you are interested in utilizing as a case study and begin to create marketing goals for how you will inform the general online public, the social media consumer, and the eStore customer. How will you market your product? Draft responses for the following sample marketing goals. This list is not all-inclusive. See the next section for an explanation of “buyer’s persona.”

Sample Product: \_\_\_\_\_

Build brand awareness.

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Drive traffic to website.

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Create targeted online consumer base.

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Create buyer's persona.

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Create customers who buy.

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Send emails encouraging testimonials.

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Assess returning customers.

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Establishing timelines for marketing goals. (New)

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## Buyer's Persona Template

The buyer's persona is a semi-fictional representation of your ideal customer for your product, idea, and/or brand. When you are considering who your customer is, i.e., who is the person who will not only buy into your product, but also buy into you, think about the person as an investor. Who is willing to invest into you? That is an important question because the person willing to invest will always consider your product and/or service as a good investment. If there is no investment or consistent investment, then you would need to assess that individual's belief system. Why is the person no longer interested in sustaining an investment? If there are financial issues at play, then that is a personal problem for which you cannot resolve. However, if the person is distracted with another investment opportunity, then what is going on with that opportunity that takes the customer away from your product, service, etc.? These are questions you may consider in your responses.

Use the following as a scratch sheet to jot down your ideal customer. You may choose more than one ideal customer, placing each into separate categories. These categories may suggest something about the person's finances, job potential, and educational background. For now, start with a sample type of customer that falls under a certain category. Then answer the rest of the questions. The sections support the template structure.

Sample Buyer? \_\_\_\_\_

Section 1: Who?

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Section 2: What?

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Section 3: Why?

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## Section 4: How?

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### **Sample Buyer's Persona**

Here are two sample buyers' personas created for the Regina Y. Favors Website Tentative Marketing Plan. Review them for insight. Reflect on what you have learned.

### **Sample Buyer's Persona—Samantha Jensen Wants to Learn**

#### **Who?**

Samantha Jensen is a college student. She is single and earns less than \$10,000 per year. She is 19 years old.

Samantha Jensen is currently an undergraduate student. Samantha's major is English Literature. She plans to get her B.A., M.A., and Ph.D. in English and pursue becoming an English professor. She is single and is not interested in getting married during and/or after college. She wants to teach composition and American Literature.

Samantha uses student loans to fund her education, some scholarships, and research program funds. She works part-time as a writing tutor. She hopes that when she graduates, she will be able to get a job first as an adjunct instructor, then associate instructor, and then hopefully make tenure at a university.

She is open to working for a community college, which she prefers. In her academic preparation, she has struggled with procrastination, but she is working on the issue. Procrastination has been Samantha's major setback.

#### **What?**

Samantha Jensen's primary goal is to graduate. She is more interested in learning about English and literature than she is interested in addressing her procrastination. However, she struggles to embrace English fully because of distractions with friends and family.

Therefore, her secondary goals include addressing her people pleasing issues. She no longer wants to be the person who volunteers her time and resources before anyone asks for help or before she fully understands the problem someone is presenting.

Volunteering before she understands a problem is one of her challenges that she must overcome. Samantha is looking for a book that offers step-by-step guidance to help her address why she continues giving into her mother's whims and false protestations. She needs something that will tell her she is justified in her feelings to set boundaries with family and friends.

## Why?

Samantha Jensen's primary challenge is being consistently organized. This means that she needs to discard procrastination to get tasks done and get them done efficiently. Samantha is a student who later wants to become a teacher.

A book about how to organize herself as a future teacher would be the main reason she would buy a Favors branded product that focuses on addressing procrastination, designing steps to accomplish a task, and organizing herself to meet challenges associated with preparing for teaching and later becoming a teacher.

## How?

Favors branded products provides a book title on addressing procrastination. It is offered through the Favors Mentoring School. The title is Favors Mentoring School: Keys to Help You Overcome Procrastination to Build Capacity. Favors Mentoring School offers life tips and learning materials to help you overcome struggles with academic, professional, and/or personal procrastination.

The school is designed for both high school and adult individuals who have struggled with procrastination, struggled to manage their lives because of procrastination, and struggled to overcome procrastination without strategies.

The book title offers as a solution such tips on how to set and endure goals, how to uproot seeds you did not plant, and how to detach makeshift handicaps. It encourages customers to wear only the dress that fits.

## Reflection Opportunity

What are your first thoughts concerning this buyer's persona?

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How might you connect your product or service using a buyer's persona?

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## **Sample Buyer's Persona—Nicki Boss Bae Wants to Influence/Build YouTube Channel**

### **Who?**

Nicki Boss Bae is not interested in attending college. She is single and has not earned money directly from a job. She is 19 years old, fresh out of high school, and desires to enter the world of influencing. Her goal is to become a YouTube influencer. She starts with developing her Instagram platform.

Nicki Boss Bae earned high grades in high school. She completed many advanced placement courses. She was a great student, but she was never truly interested in learning. She has a knack for business, first starting a lemonade stand in her neighborhood and then moving that venture into making cookies and selling them to friends and customers at the beach. She is not interested in pursuing a long-term relationship because she cares more about business than romance. She has a business plan.

Nicki Boss Bae's first entrepreneurial steps have led her to pursue becoming an influencer. She started with dancing on camera and now she is interested in becoming a brand ambassador for products. She is working her way to getting noticed and securing sponsorships.

Nicki Boss Bae is open to attending community college to take courses in economics, business law, finance, accounting, marketing, and technical writing. She is not, however, interested in college for the sake of pursuing a career. She thinks that is boring.

### **What?**

Nicki Boss Bae must overcome challenges with her mother who wants her to get a regular job. If she lives with her mother, she must work and bring in some money. Nicki Boss Bae tries to

convince her mother that becoming a YouTube influencer is a real thing and that she can make a lot of money choosing that path. It is a career for Nicki Boss Bae.

Despite the revenue potential, Nicki Boss Bae must put her dreams on hold if she is going to continue living with her mother. She secures employment, works a job at a fast-food place, and gets home tired. She is unable to work full-time on planning her dreams. However, she does put up some videos to stay consistent. Nicki Boss Bae is not just a person who solves problems. She is a problem-solver. Getting the job might have resolved her immediate problem of satisfying her mother's frustrations, but Nicki Boss Bae has developed another way to solve her problems. The money she earns will go towards securing a leased space. She will take her influencing goals from there.

Overcoming the immediate problem teaches Nicki Boss Bae the valuable lesson that she does not own the property at her mother's house and that she must abide by the rules of her mother's house. However, creating an outlet to lease space gives her some exposure to managing property. She solved her problem with her mother and resolved her own problem for her business.

## Why?

Nicki Boss Bae's primary challenge is to earn enough money to keep a place with her mother, fund her business venture to becoming an influencer, and build herself as a brand. She is looking for sponsoring opportunities to get her name out there and appeal to advertisers. She does not have a consistent message and/or value proposition to help online consumers know who she is, her purpose, her intended objectives, and her long-term goals. Nicki Boss Bae has the vision of becoming an influencer, but she is not truly sure how to become one given the fact that she is not as popular as some influencers on the market. In other words, Nicki Boss Bae has not studied the influencer market and she is unaware of what it takes to become a brand ambassador. She may have conflicting business goals and objectives.

A book about how to create an effective marketing and promotions plan might be useful to Nicki Boss Bae to organize her thoughts, core values, business objectives, and branding goals. A book about how to organize herself as a potential brand ambassador, a mentoring workshop, and a workbook for measuring financial progress would be three reasons why Nicki Boss Bae would buy a Favors branded product.

## How?

Favors branded products provide a book title on addressing procrastination. It is offered through the Favors Mentoring School. The title is Favors Mentoring School: Keys to Help You Overcome Procrastination to Build Capacity. Favors Mentoring School offers life tips and learning materials to help you overcome struggles with academic, professional, and/or personal procrastination.

The school is designed for both high school and adult individuals who have struggled with procrastination, struggled to manage their lives because of procrastination, and struggled to overcome procrastination without strategies. The book title offers tips on how to set and endure goals, how to uproot seeds you did not plant, and how to detach makeshift handicaps. It encourages customers to wear only the dress that fits.

Favors branded products include titles on overcoming life setback and measuring financial progress. The following titles are appropriate:

- Overcoming Setback: Five Keys for Entering and Exiting Correction
- Overcoming Setback Workbook: Processing Towards Life Recovery
- Favors Financial Recovery Seminar: Psychological Approaches to Overcoming Financial Setback
- Favors Sample Life Plan: Using Psychology, SWOT & SMART to Measure Financial Progress

These products focus on helping readers address their setbacks, especially when a setback may be connected to a missed opportunity or unheeded warning. The workbook elements of these titles help readers plan their recovery. The last two titles focus solely on overcoming financial setback. The last book specifically utilizes psychology principles of attachment, parenting styles, personality traits, goal orientation, and mindset. These are books useful for Nicki Boss Bae.

### **Reflection Opportunity**

Do you believe your product and/or service is influencer-worthy?

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What might be the script language you use to get your influencer to marketing your products?

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## **Customer Segmentation & Analysis**

The goal of customer segmentation is to group customers according to how and why they buy. This allows marketing to create specific sales and marketing strategies. For your product and/or service, how will you create a customer segmentation plan? What groups of people will purchase your products or services? Draft a response to the following as you consider your customer segmentation goals.

Goal

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Purpose

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## **Customer Segments**

Customer Segment #1

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Customer Segment #2

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Customer Segment #3

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Customer Segment #4

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Think about your customer segments as groups of customers who purchase Product A, who represent online users for Product B, and who are status quo subscribers for the website. In other words, subscribers basically like to visit but not buy. Even though they visit, they are still loyal to your brand.

**Competitor Benchmark & Analysis**

Competitive benchmarking is based on your business goals. It is a method marketers use to determine what kind of edge an organization has on the competition. This strategy allows organizations to determine the best processes, strategies, and techniques for creating and accomplishing marketing goals. Draft a response to the following based on your marketing goals, which may function as your business objectives.

Goal

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Purpose

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## Case Studies

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Review case studies specific to your product and/or service category. If you are entering the self-help publishing industry, then there should be examples of marketing plans on the internet to review and use to tailor your own tentative marketing plan. If your tentative marketing plan requires a sample case study, then research sample studies in your field or specialty. There is always a sample document that helps you to familiarize yourself with the lingo to show you how to tailor the language in your document.

## Digital Assets

Digital assets are simply defined as anything created and stored digitally, is identifiable and discoverable, and has value (Investopedia.com). The information under each subheading derives directly from the Regina Y. Favors Website Tentative Marketing Plan title. Based on the definitions, draft responses.

### Paid Media

Paid media is defined as paying for advertising on a third-party channel. For example, payment might include social media ads, AdWords, content promotion, and paid influencers. Google Ads, Facebook Ads, and LinkedIn Ads are major considerations.

How will you use paid media for your product and/or service?

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### Earned Media

Earned media is defined as online users sharing content, spreading the brand word-of-mouth, and discussions of the brand online.

How will you use earned media for your product and/or service?

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## Owned Media

Owned media is defined as assets or platforms that your company owns, uses, and/or controls. These include your websites, apps, social media channels, including social media channels branded with your name or company's name, such as YouTube, Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Medium.com, and any other related medium.

How will you use owned media for your product and/or service?

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## Content Strategy

Content strategy is based on the product and/or service you provide. How you frame the brand using content is based on the marketing goal you set. For example, if your marketing goal is to build brand awareness and guide online visitors to your website, then you will need to frame the digital ad so that it is creative and inviting. Here is a sample digital ad that has gained high engagement based on the target objective to encourage online visitors to see the website as their home. It is part of the Regina Y. Favors Website Digital Marketing Plan, Campaign #2.

### *Content Description*

#### The Regina Y. Favors Website

Visit our website for tips and strategies on how to overcome a life setback. You begin with conducting a gap assessment, or you can begin by clicking the Overcoming Setback Curriculum tab for videos and lessons. Thank you for subscribing and visiting our website. Make it your home resource.

Visit today!

[www.reginayfavors.com](http://www.reginayfavors.com)

**Digital Ad****Author Regina Y. Favors**

This is the author page for Regina Y. Favors books on overcoming setback and pursuing l...

1,842  
People reached

378  
Engagements

-  
Distribution score

**Boost again**

**Author Regina Y. Favors**

This is the author page for Regina Y. Favors books on overcoming setback and pursuing l...

1,842  
People reached

378  
Engagements

-  
Distribution score

**Boost again**

Boosted on April 11 at 9:07 PM  
By Regina Y. Favors

Completed

People reached 1.8K

Post  
engagements

298

[View results](#)

338

6 comments

This digital ad, sponsored, suggests that online visitors on the Facebook Author Page Regina Y. Favors connected with the content that connected the website to the word “home.” No other digital ad made this connection and/or reached this high level of engagement.

As you consider your content strategy for digital ads, draft a response to the following:

Paid Media

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Earned Media

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Owned Media

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**Measurement (SMART)**

Measuring your marketing goals using SMART is an important strategy for ensuring that you meet deadlines and the specifics of each product and/or service you provide. Think about a specific marketing goal, such as building brand awareness. Use it to guide your responses to the following. To refresh your memory about SMART, research it online and then apply the marketing goal.

Sample marketing goal: \_\_\_\_\_

Specific

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Measurable

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Actionable

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Relevant

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Time Bound

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### **Company A Branded Products**

Use this section to provide information for the following:

Websites

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Books

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**Other Product Types**

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**Conclusion**

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**References/Links**

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**Contact Information**

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## DIGITAL MARKETING STRATEGY

The digital marketing strategy supports the tentative marketing plan for your company and category of products and/or service offerings. There must be agreement between the different plans because both inform the social media marketing strategies you will need to adopt. Digital marketing is the creation and deployment of digital ads, but social media marketing reflects the strategy for how you will deploy and execute those digital ads on multiple social media platforms. Budget considerations are key.

Review the following digital marketing strategy sections to gain some sense of how to structure the information. Purchase the Regina Y. Favors Website Digital Marketing Plan to understand the language needed for each section. You may also research “sample digital marketing strategy plans” by conducting a Google search. Any keyword or concept you do not understand, research that information on the Internet. Base your responses below on your responses from the tentative marketing plan section of this template worksheet.

### Vision/Mission

What is the vision of your company, product, or service?

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What is the mission of your company, product, or service?

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### Goal Hierarchy

When you are establishing digital marketing goals that align with the business goals of your tentative marketing plan, you must establish a goal hierarchy that includes how you will leverage your assets and expertise.

### Critical Assets

Critical assets are those products and services essential to running and sustaining the business.

What are your critical assets?

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### **Business Objectives**

What are your business objectives, especially considering your digital marketing strategy?

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### **Marketing Objectives**

Most marketing objectives align with your business objectives. However, given the need to make your product and/or service competitive, developing focused digital marketing strategies requires extensive research into tools and resources appropriate for your marketing goals.

What are your marketing objectives?

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### **Key Performance Indicators**

Key performance indicators (KPIs) are types of performance measurements. KPIs are used to evaluate the success of an organization and to determine whether it is on track. Key performance indicators are tied to business goals.

The following template<sup>1</sup> is a standard way to create and measure KPIs. The template helps to measure the contribution and success of key players and decisions. Here is a sample company

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<sup>1</sup> The idea for the template derives from the Bernard Marr & Co website, titled "[A Sample KPI Template](#)." Only the titles derive and in summary (implicit) from the online resource. All other content is original to the purpose of this section of the template worksheet.

initiating a marketing strategy to build brand awareness for a three-month case study, March 2023 to June 2023: Favors Life Coaching Solutions.

### **Audience and Access**

The primary audience who has access to company resources for marketing purposes is the Board of Directors and the Marketing Team.

### **Key Performance Question (KPQ)**

The primary KPQ is based on a digital marketing three-month case study: To what extent are online consumers satisfied with the branding message evoked through a digital ad?

### **How will the KPI be used? What might prevent the KPI from being used?**

For the three-month case study, the key performance indicator will be used to assess the activity of online consumers on the website, which might include subscribing, completing a contact form, or clicking a link from a digital ad.

For the three-month case study, the key performance indicator will not be used to measure whether online consumers convert to customers who directly purchase company products.

### **Indicator Name**

The indicator name will be “Three-Month Case Study, 2023.”

### **Data Collection Method**

For the three-month case study, the data collection method will be based solely on the analytics collected from deploying digital ads on multiple social media platforms, which include Facebook, Instagram, Pinterest, and LinkedIn. Data will also be collected from the company website data analytics.

### **Assessment/Formula/Scale Criteria**

Assessment will be qualitative and based on comments left by online consumers of a digital ad. Assessment will be quantitative and based on the gender demographics derived from the digital ad analytics.

### **Target and Thresholds**

By the end of the three-month case study, and based on deployment of digital ads, the link clicks will increase closer to engagement and/or reach and the conversion rate will increase to 10% for Facebook ads; the outbound click rate will increase to the good rate of 33% for Pinterest. These will be the standard thresholds to measure both reach and online consumer behavior.

## **Source of Data**

The source of data will come directly from the data analytics of deployed digital ads.

## **Data Collection Frequency**

The data will be collected from the initial three-month case study and based on the reach at seven-day increments with a two-week skip between seven days until the end of the case study. This will help to determine whether weekly or monthly data collection is necessary beyond the case study.

## **Data Reporting Frequency**

The initial collection will determine subsequent monthly data collection.

## **Data Entry (Responsible Person)**

The data collection and data entry person will be the same for the three-month case study. The person may change for a subsequent study.

## **Expiration/Revision Date**

This is a three-month case study to initiate digital ads to build brand awareness. It expires June 2023.

## **Budget/Costs**

The costs to run seven-week, three-month digital ads will include estimates for Facebook, Instagram, Pinterest, and LinkedIn.

## **Completion**

The Key Performance Indicator will provide information to support the purpose of conducting a three-month case study to measure whether online consumers connect with the branding message through the deployment of digital ads.

Now that you have some understanding of Key Performance Indicators. Use the sample company to create your own responses based on the initial marketing objective to build awareness.

## Overview

### Summarize Your Company

Refer to your company name, business goal, and marketing objective. You may also indicate the timeline for deploying digital ads on multiple social media platforms.

Company Name: \_\_\_\_\_

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Business Goal:

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Marketing Objective:

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Timeline:

Product #1

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Product #2

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Use the responses as guides for your own responses.

**Figure. Key Performance Indicator (KPI) Planning Table**

Key Performance Indicator Category	Sample Responses	Your Responses
Audience and Access	The primary audience who has access to company resources for marketing purposes is the Board of Directors and the Marketing Team.	
Key Performance Question (KPQ)	The primary KPQ is based on a digital marketing three-month case study, to what extent are online consumers satisfied with the branding message evoked through a digital ad?	
How will the KPI be used or not used?	<p>For the three-month case study, the key performance indicator will be used to assess the activity of online consumers on the website, which might include subscriptions, completing a contact form, or clicking a link from a digital ad.</p> <p>For the three-month case study, the key performance indicator will not be used to measure whether online consumers convert to customers who directly purchase company products.</p>	
Indicator Name	The indicator name will be “Three-Month Case Study, 2023.”	
Data Collection Method	For the three-month case study, the data collection method will be based solely on the analytics collected from deploying digital ads on multiple social media platforms, which include Facebook, Instagram, Pinterest, and LinkedIn. Data will also be collected from the company website data analytics.	

Key Performance Indicator Category	Sample Responses	Your Responses
Assessment Formula Scale Criteria	<p>Assessment will be qualitative and based on comments left by online consumers of a digital ad.</p> <p>Assessment will be quantitative and based on the gender demographics derived from the digital ad analytics.</p>	
Target and Thresholds	<p>By the end of the three-month case study, and based on deployment of digital ads, the link clicks will increase closer to engagement and/or reach and the conversion rate will increase to 10% for Facebook ads; the outbound click rate will increase to the good rate of 33% for Pinterest. These will be the standard thresholds to measure both reach and online consumer behavior.</p>	
Source of Data	<p>The source of data will come directly from the data analytics of deployed digital ads.</p>	
Data Collection Frequency	<p>The data will be collected from the initial three-month case study and based on the reach at seven-day increments with a two-week skip between seven days until the end of the case study. This will help to determine whether weekly or monthly data collection is necessary beyond the case study.</p>	
Data Reporting Frequency	<p>The initial collection will determine subsequent monthly data collection.</p>	

Key Performance Indicator Category	Sample Responses	Your Responses
Data Entry (Responsible Person)	The data collection and data entry person will be the same for the three-month case study. The person may change for a subsequent study.	
Expiration, Revision Date	This is a three-month case study to initiate digital ads to build brand awareness. It expires June 2023.	
Budget Costs	The costs to run seven-week, three-month digital ads will include estimates for Facebook, Instagram, Pinterest, and LinkedIn.	
Completion	The Key Performance Indicator will provide information to support the purpose of conducting a three-month case study to measure whether online consumers connect with the branding message through the deployment of digital ads.	

Use this table or the worksheet in the appendix section of this template worksheet to help you outline your Key Performance Indicators.

Research the term “key performance indicator template” for more insight.

Research the term “digital marketing terms” to understand better key words and phrases specific to the field. This will help you to understand conversion rate, click-through rate, Pay-Per-Click advertising, and a host of related terms.

## SWOT

Understanding your marketing SWOT is important for determining the effectiveness of your digital marketing strategy. Consider the following marketing goals as you assess your marketing SWOT.

- Build brand awareness.
- Drive traffic to website.
- Create targeted online consumer base.
- Create a buyer's persona.
- Create customers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.

Consider strengths in terms of what you do well, weaknesses in terms of where you need work, opportunities for growth in that area of weakness and in a specific area, and threats regarding yourself and what behaviors could prevent you from achieving digital marketing success. Apply one or more of the marketing goals to SWOT. Review the following table.

SWOT Acronym	Marketing Goals
Strengths	Build brand awareness. Drive traffic to website.
Weaknesses	Create targeted online consumer base. Create customers who purchase products.
Opportunities	Create buyer's persona.
Threats	Create customers who purchase products.

One of the greatest threats is learning how to market yourself, i.e., put yourself out there, so online consumers can convert to customers who purchase your products. Once you have customers, then you can do the following:

- Send emails encouraging testimonials.
- Assess returning customers.

Therefore, without a customer base, it would be difficult to measure success if creating a customer base is a digital marketing goal.

As you consider the table, jot down a few ideas that you believe might apply to your digital marketing SWOT.

## Outline

What are your digital marketing strengths?

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What are your digital marketing weaknesses?

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What are your digital marketing opportunities?

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What are your digital marketing threats?

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Other concerns?

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**Jot**

Use the table to jot down what you believe to be your own digital marketing SWOT based on the marketing goals provided. Only you know where you stand regarding digital marketing.

SWOT Acronym	Marketing Goals
Strengths	
Weaknesses	
Opportunities	
Threats	

## Social Media Marketing Plans

The social media marketing plan is both separate and corequisite with the digital marketing plan. Creating and executing the social media marketing plan will require research into individual digital advertising programs.

For example, you must determine how long you will run a Facebook ad based on the budget and timeframe. You can run a Facebook ad for a minimum of \$14 for seven (7) days. It can also increase to \$35 for the same timeline and reach as high as \$500 depending on your marketing goals. However, running LinkedIn ads can get very expensive because other digital marketers compete for the same advertising audience. You can easily spend just \$100 for a day of advertising and not fully reach your audience.

Therefore, you will need to research this information to get a sense of how you will budget. Use the following spaces to provide answers after you have researched each social media platform. In addition, determine how you will use ads for each platform. In other words, which of the marketing goals will you employ as you deploy a digital ad? Consider the following marketing goals as you outline responses.

- Build brand awareness.
- Drive traffic to website.
- Create targeted online consumer base.
- Create a buyer's persona.
- Create customers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.

Use the following spaces to outline your answers. Apply one or more of the marketing goals. You may also reference budgetary considerations.

### Facebook

#### Marketing Goal

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#### Budget Considerations

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**Digital Ad Strategy**

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**Instagram**

**Marketing Goal**

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**Budget Considerations**

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**Digital Ad Strategy**

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**LinkedIn**

**Marketing Goal**

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Budget Considerations

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Digital Ad Strategy

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**Twitter**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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## **YouTube**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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## **Pinterest**

Marketing Goal

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Budget Considerations

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**Digital Ad Strategy**

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**Amazon.com**

**Marketing Goal**

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**Budget Considerations**

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**Digital Ad Strategy**

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**Medium.com**

**Marketing Goal**

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Budget Considerations

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Digital Ad Strategy

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**TikTok**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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**eCommerce/Online Store**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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This social media marketing worksheet is available in the appendix of this document.

## TENTATIVE MARKETING PLAN—EVENT PLANNING CONSIDERATIONS

The tentative marketing plan that considers event planning will require extensive research and budgetary decision-making. If you can visit an event locally, such as a book fair or major business conference, then costs may be low. However, if your attendance requires travel, then preparing the budget for participation will require significant planning.

The Regina Y. Favors Website Tentative Marketing Plan uses the Miami Book Fair as a target of study to design attendance and participation objectives and to align one or more marketing goals. The primary goal is always to build brand awareness. The next goal would be to drive traffic to the website. The obvious goal would be to convert consumers who visit the website to customers who purchase and buy into the message of the product and/or service offering.

The event planning objective must support the existing marketing goals for your company. Research a sample event or conference you are willing to exhibit or become a vendor, and then use the following spaces to outline your responses. In addition, review one of the videos Favors Marketing Lessons housed on YouTube and hyperlinked within the Learning Resources of this document.

### Company Overview

Create a company overview for your company, which includes at least a mission statement.

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### Existing Marketing Goals

Use one of the marketing goals outlined within this document or utilize a marketing goal you have already created to create a response.

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### Event Primary Goal

Determine your reason for attending the event.

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### **Thematic Fit**

What is the theme of the event? Most events and/or book fair attendance require that your product and/or service fit the theme of the event.

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### **Areas of Responsibility**

What are the areas of responsibility necessary to participate in the event? This might include a scheduler, a graphic designer, a webmaster, etc.

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### **Budget Guidelines**

The budget guidelines must include event attendance, cost of travel and hotel arrangements, digital marketing advertising, and related marketing costs.

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### **Event Branding**

Event branding are those banners, flyers, T-shirts, and related branded products and services.

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### **Event Planning Contracts**

Review the event planning contracts that you may need, which might include an independent contractor agreement.

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### **Technology Tools**

What specific technology tools are necessary to facilitate your participation? This could include laptop, iPad, phone, related.

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### **Measuring Success**

How will you measure success? Will you measure success based on meeting one or more of your marketing goals? Use marketing goals as a guide to determine success.

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### **Case Study: Sample Event, Book Fair A**

How will you use the sample event as a case study to support your marketing goals? Is a case study necessary for your product and/or service?

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This event planning worksheet is available in the appendix.

## END MATTER

The end matter for your tentative marketing plan typically highlights your company's vision and mission statements and any other related business information. Use the following sections and compose a brief response in the spaces provided.

### About Company A

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Vision

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Mission

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Purpose

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Disclaimer

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## **About Digital Services Company Provider A**

### **Mission**

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### **Purpose**

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### **Appendices**

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### **About the Author/Writer/Document Preparer**

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### **List of Links, Social Media Handles, Websites, Products**

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**Additional Information such as Fair Use Disclaimer**

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**Bibliography**

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**Contracts & Request for Marketing Proposals**

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## ABOUT FAVORS MARKETING LESSONS (FMS)

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

## ABOUT FAVORS BUSINESS SOLUTIONS (FBS)

Favors Business Solutions (FBS) is the commercial arm of the Regina Y. Favors Website, which supports the tenets of the Regina Y. Favors Learning Center, d.b.a. Favors Learning Center. As a newly developed entity, FBS provides the following products and services:

- Marketing plans
- Digital advertising campaign planning and consulting
- Ghostwriting for business and self-help topics
- Technical writing services, including handbooks and training manuals
- Event planning research
- Video and learning materials, including marketing lessons and downloadable worksheets
- Workshop facilitation and development
- Marketing templates
- Sample case study development

The vision of Favors Business Solutions is to be the preferred provider of online business lessons and educational materials. The mission of Favors Business Solutions is to educate, prepare, and provide consulting to small business owners in helping them meet their online marketing needs.

## PUBLICATIONS

Favors Marketing Lessons produces online learning materials that are downloadable, and video based. Books and guides may be forthcoming. Favors Marketing Lessons is preparing an online teaching mechanism for emerging small business owners through one or more platforms.

Favors Business Solutions writes and produces a portfolio of sample documents for commercial and educational use, some of which are subject to fair use under U.S. copyright law.

## **REGINA Y. FAVORS WEBSITE**

The Regina Y. Favors Website has written and self-published to date a tentative marketing plan for the site (full and condensed) and is currently marketing and promoting the first advertising campaign of the digital marketing plan. The website is undergoing a digital marketing plan, which includes event preparation and planning for an upcoming 2023 book fair.

## APPENDIX

### Figure. Key Performance Indicator (KPI) Planning Worksheet

Use this KPI planning worksheet to plan the performance measurement aspect of your digital marketing plan.

#### Overview

##### Summarize Your Company

Refer to your company name, business goal, and marketing objective. You may also indicate the timeline for deploying digital ads on multiple social media platforms.

Company Name: \_\_\_\_\_

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Business Goal:

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Marketing Objective:

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Timeline:

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The following worksheet guide includes sample company information. Use the sample responses to create your own.

Write your responses based on the following:

### **Audience and Access**

The primary audience who has access to company resources for marketing purposes is the Board of Directors and the Marketing Team.

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### **Key Performance Question (KPQ)**

The primary KPQ is based on a digital marketing three-month case study, to what extent are online consumers satisfied with the branding message evoked through a digital ad?

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### **How will the KPI be used? What might prevent the KPI from being used?**

For the three-month case study, the key performance indicator will be used to assess the activity of online consumers on the website, which might include subscriptions, completing a contact form, or clicking a link from a digital ad.

For the three-month case study, the key performance indicator will not be used to measure whether online consumers convert to customers who directly purchase company products.

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### **Indicator Name**

The indicator name will be “Three-Month Case Study, 2023.”

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### **Data Collection Method**

For the three-month case study, the data collection method will be based solely on the analytics collected from deploying digital ads on multiple social media platforms, which include Facebook, Instagram, Pinterest, and LinkedIn. Data will also be collected from the company website data analytics.

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### **Assessment/Formula/Scale Criteria**

Assessment will be qualitative and based on comments left by online consumers of a digital ad. Assessment will be quantitative and based on the gender demographics derived from the digital ad analytics.

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### **Target and Thresholds**

By the end of the three-month case study, and based on deployment of digital ads, the link clicks will increase closer to engagement and/or reach and the conversion rate will increase to 10% for Facebook ads; the outbound click rate will increase to the good rate of 33% for Pinterest. These will be the standard thresholds to measure both reach and online consumer behavior.

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---

### **Source of Data**

The source of data will come directly from the data analytics of deployed digital ads.

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### **Data Collection Frequency**

The data will be collected from the initial three-month case study and based on the reach at seven-day increments with a two-week skip between seven days until the end of the case study. This will help to determine whether weekly or monthly data collection is necessary beyond the case study.

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### **Data Reporting Frequency**

The initial collection will determine subsequent monthly data collection.

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### **Data Entry (Responsible Person)**

The data collection and data entry person will be the same for the three-month case study. The person may change for a subsequent study.

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### **Expiration/Revision Date**

This is a three-month case study to initiate digital ads to build brand awareness. It expires June 2023.

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### **Budget/Costs**

The costs to run seven-week, three-month digital ads will include estimates for Facebook, Instagram, Pinterest, and LinkedIn.

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### **Completion**

The Key Performance Indicator will provide information to support the purpose of conducting a three-month case study to measure whether online consumers connect with the branding message through the deployment of digital ads.

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## Social Media Marketing Planning Worksheet

The social media marketing plan is both separate and corequisite with the digital marketing plan. Creating and executing the social media marketing plan will require research into individual digital advertising programs.

For example, you must determine how long you will run a Facebook ad based on the budget and timeframe. You can run a Facebook ad for a minimum of \$14 for seven (7) days. It can also increase to \$35 for the same timeline and reach as high as \$500 depending on your marketing goals. However, running LinkedIn ads can get very expensive because other digital marketers compete for advertising. You can easily spend just \$100 for a day of advertising and not fully reach your audience.

Therefore, you will need to research this information to get a sense of how you will budget. Use the following spaces to provide answers after you have researched each social media platform. In addition, determine how you will use ads for each platform. In other words, which of the marketing goals will you employ as you deploy a digital ad? Consider the following marketing goals as you outline responses.

- Build brand awareness.
- Drive traffic to website.
- Create targeted online consumer base.
- Create a buyer's persona.
- Create customers who purchase products.
- Send emails encouraging testimonials.
- Assess returning customers.

Use the following spaces to outline your answers. Apply one or more of the marketing goals. You may also reference budgetary considerations.

### Facebook

#### Marketing Goal

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#### Budget Considerations

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Digital Ad Strategy

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**Instagram**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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**LinkedIn**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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**Twitter**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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## **YouTube**

Marketing Goal

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Budget Considerations

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Digital Ad Strategy

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## **Pinterest**

Marketing Goal

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Budget Considerations

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**Digital Ad Strategy**

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**Amazon.com**

**Marketing Goal**

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**Budget Considerations**

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**Digital Ad Strategy**

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**Medium.com**

**Marketing Goal**

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Budget Considerations

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Digital Ad Strategy

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**TikTok**

Marketing Goal

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---

---

Budget Considerations

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Digital Ad Strategy

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---

**eCommerce/Online Store**

Marketing Goal

---

---

---

Budget Considerations

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Digital Ad Strategy

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## Event Planning Worksheet

The tentative marketing plan that considers event planning will require extensive research and budgetary decision-making. If you can visit an event locally, such as a book fair or major business conference, then costs may be low. However, if your attendance requires travel, then preparing the budget for participation will require significant planning.

The Regina Y. Favors Website Tentative Marketing Plan uses the Miami Book Fair as a target of study to design attendance and participation objectives and to align one or more marketing goals. The primary goal is always to build brand awareness. The next goal would be to drive traffic to the website. The obvious goal would be to convert consumers who visit the website to customers who purchase and buy into the message of the product and/or service offering.

The event planning objective must support the existing marketing goals for your company. Research a sample event or conference you are willing to exhibit or become a vendor, and then use the following spaces to outline your responses. In addition, review one of the video Favors Marketing Lessons housed on YouTube and hyperlinked within the Learning Resources of this document.

### Company Overview

Create a company overview for your company, which includes at least a mission statement.

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### Existing Marketing Goals

Use one of the marketing goals outlined within this document or utilize a marketing goal you have already created to create a response.

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### Event Primary Goal

Determine your reason for attending the event.

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### **Thematic Fit**

What is the theme of the event? Most events and/or book fair attendance require that your product and/or service fit the theme of the event.

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### **Areas of Responsibility**

What are the areas of responsibility necessary to participate in the event? This might include a scheduler, a graphic designer, a webmaster, etc.

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### **Budget Guidelines**

The budget guidelines must include event attendance, cost of travel and hotel arrangements, digital marketing advertising, and related marketing costs.

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### **Event Branding**

Event branding are those banners, flyers, T-shirts, and related branded products and services.

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### **Event Planning Contracts**

Review the event planning contracts that you may need, which might include an independent contractor agreement.

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### **Technology Tools**

What specific technology tools are necessary to facilitate your participation? This could include laptop, iPad, phone, related.

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### **Measuring Success**

How will you measure success? Will you measure success based on meeting one or more of your marketing goals? Use marketing goals as a guide to determine success.

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### **Case Study: Sample Event, Book Fair A**

How will you use the sample event as a case study to support your marketing goals? Is a case study necessary for your product and/or service?

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