

Favors Marketing Solutions

Favors Sample Marketing Plans

Marketing Plan Case Study for Blended Cultures, LLC

Regina Y. Favors, Marketing Instructional Designer

7-21-2024

Favors Sample Marketing Plans is a product of Favors Marketing Solutions. It is part of the programming under the Favors Marketing Lessons 101 series.



Table of Contents

General Statement from our Marketing Instructional Designer	7
Introduction	9
All Video Lessons	10
Logo + Branding Lessons	10
Primary Lessons	10
Secondary Lessons	11
Tertiary Lessons.....	11
Learning Resources	11
Tentative Marketing Planning Title.....	11
Digital Ad Campaign Case Studies Titles.....	12
Favors Marketing Lessons 101 Titles	12
Links/Contacts/Social Media	12
Favors Skeletal Marketing Plan Template (Outline Form)	13
Proposed Solutions.....	17
Assessment Summary.....	18
Company Description	18
Problem Statement	18
Research Question	19
Proposed Solutions	19
First Proposed Solution: Academy Tab.....	20
Second Proposed Solution: Marketing Workshops.....	20
Third Proposed Solution: Digital Ad for Marketing Workshops	20
Figure. Sample Digital Ad for Blended Cultures, LLC Marketing Workshop	21
Fourth Proposed Solution: Tentative Marketing Plan (Two-Year).....	22
Fifth Proposed Solution: Digital Ad Campaign Pricing Packages	22
Sixth Proposed Solution: Marketing Workshops.....	23
Seventh Proposed Solution: Surveys for Initial Interview, Customer Satisfaction & Customer Retention	23
Eighth Proposed Solution: Facebook Certification(s)	26

Ninth Proposed Solution: Professional Certificate in Digital Marketing	26
Tenth Proposed Solution: American Marketing Association Membership	27
Eleventh Proposed Solution: Blended Cultures, LLC as an Exhibitor and/or Workshop Facilitator	27
Company Information	28
Case Study for Blended Cultures, LLC	29
CEO/President's Welcome Statement	29
Company Information (Overview)	29
Tentative Marketing Plan	29
Business Summary	29
Business Initiatives	29
Market Analysis	30
Online Consumer Analysis	30
Customer Analysis	30
Tentative Demographics	30
Test Case	30
Education Campaign	31
Competitor Analysis	31
SWOT Analysis	31
Marketing Strategy	32
Digital/Online Ads	32
Physical	32
The 7 Ps	33
Marketing Channels	34
Customer Conversion Tools	34
Feedback Form	34
Social Media Buttons	34
Subscription	34
Tagging	35
Advertising Campaign	35

eCommerce Store.....	35
Financial Planning & Considerations	35
Figure. Blended Cultures, LLC Cost of Services (2022 Projections, Monthly)	37
Marketing Goals.....	39
Build brand awareness.	39
Drive traffic to website.	39
Create targeted online consumer base.	39
Create buyer's persona(s).	39
Create customers who buy.	39
Send emails encouraging testimonials.....	40
Assess returning customers.....	40
Establishing timelines for marketing goals. (New).....	40
Figures. Marketing Strategy Timelines.....	40
Buyer's Persona Template.....	43
Definition	43
Section 1: Who?	43
Section 2: What?	43
Section 3: Why?	43
Section 4: How?	44
Sample Buyer's Persona Considerations: By Industries	44
Figure. Initial Marketing Solutions Survey (Information Interview).....	46
Figure. Marketing Strategy Timelines (Suggested).....	48
Customer Segmentation & Analysis.....	49
Goal	49
Purpose	49
Potential Customer	49
Customer Segments.....	49
Figure. Follow-Up Marketing Solutions Survey (After One Year), Customer Retention	52
Competitor Benchmark & Analysis	53

Goal	53
Purpose	53
Case Studies	53
Digital Assets	53
Paid Media	53
Earned Media	54
Owned Media	54
Content Strategy	54
Paid Media	54
Earned Media	54
Owned Media	54
Measurement (SMART).....	55
Specific	55
Measurable.....	55
Actionable	55
Relevant	55
Time Bound	55
Company A Branded Products	56
Digital Marketing Strategy Overview	56
Vision	56
Mission.....	56
Goal Hierarchy	56
Social Media Marketing Plans	58
eCommerce/Online Store.....	59
Event Planning Overview.....	59
Existing Marketing Goals.....	60
Event Primary Goal	60
Thematic Fit	61
Areas of Responsibility	61

Budget Guidelines	61
Event Branding.....	62
Event Planning Contracts.....	62
Technology Tools.....	62
Measuring Success	62
Case Study: Sample Event, Marketing Conference A.....	63
About Company A.....	63
About Digital Ad Campaign Services Provider A (Proposed Language).....	63
About Blended Cultures, LLC (Website)	64
What is Blended Cultures, LLC?.....	64
What Blended Cultures, LLC Does	64
Why Choose Blended Cultures, LLC	64
Our Mission	64
About the Author/Writer/Document Preparer	65
Appendix: Blended Cultures, LLC Proposals/Contracts (Case Study).....	66

General Statement from our Marketing Instructional Designer

Welcome to Favors Sample Marketing Plans!

Favors Sample Marketing Plans fall under the Favors Marketing Lessons 101 serials.

As you begin your small business journey towards marketing your products and services and building your brand, this sample marketing plan will help you to navigate the marketing planning process. In this case study, you will learn how to create a tentative marketing plan using a template and tailor your content to the market standards for your industry or local area.

This book continues from the title Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook and is tailored to a specific company. It follows a template format in which students and workshop participants will review sample content for different areas of a standard marketing plan.

Sections of the marketing plan template include the business summary, market analysis, competitor analysis, SWOT analysis, marketing strategy, marketing channels, customer conversion tools, and marketing goals.

The content you create from this sample marketing plan case study will inform social media and digital marketing considerations as well as event planning research. The corresponding course, which is available through Favors Marketing School, includes lectures, tutorials, remote writing with instructor feedback, and virtual learning. The online course runs for 16 weeks.

The corresponding course titled Tentative Marketing Plan Template for Small Business Course requires the purchase of the core text titled The Regina Y. Favors Website: Tentative Marketing Plan—Condensed, which is available on our Amazon author page. “Required readings” references the core text while the workbook refers to pages within this text. See the syllabus + calendar in the book for references to readings.

This Favors Sample Marketing Plans case study introduces you to the multi-faceted marketing planning processes that require both research and patience for the learning strategy you will need to adopt to ensure you advance your brand forward. Having a wonderful, necessary product is not enough to reach your potential customers without a strongly developed marketing plan.

A solid marketing plan is one that informs, educates, and instructs. Researching the market helps you to assess your SWOT and the potential branding opportunities for your product or services. This means that you must know your business goals because business goals inform marketing goals. Whether you desire to build brand awareness or drive traffic to your website, nothing can be truly accomplished without extending those marketing strategies so that you convert online consumers to qualified leads to new customers who buy into you and purchase your products.

Investment is key to understanding marketing because it truly determines who is willing to invest and sustain their investment long-term. If you have a favorite burger place, there may be times you are willing to change your consumption strategy. However, you always return to what you like, appreciate, developed a relationship with, and hope to continue fostering more time into because it may be a habit, yes, and it is also where you feel comfortable, i.e., where you feel at home.

Therefore, keep the goal of investment in mind as you contemplate your own marketing planning strategy for your products and services because the goal is not only to initiate investment into the customer, but also sustain the customer's investment for a lifetime. Sometimes people come into your life for a reason, for a season, and for a lifetime.

Prepare for all three categories of investment with the expectation that a potential customer will sign up for a lifetime. Thank you for choosing this marketing planning book. I wish you well on your marketing planning journey. Use this book to help guide you on your journey of marketing planning.

Regina Y. Favors,
Marketing Instructional Designer,
Favors Sample Marketing Plans
Favors Marketing Lessons 101 Serials
A Favors Marketing Solutions Product
Regina Y. Favors Website Products
Regina Y. Favors Limited Liability Company (TX)

Introduction

Favors Sample Marketing Plans: Case Study for Blended Cultures, LLC is a tailored marketing plan with two-year planning proposed considerations. It follows a template structure specific to marketing planning, social media marketing, and digital marketing necessary to help you begin proactively preparing your products, services, and brand for entry to the market. This book will help you to write a tentative marketing plan for your product or service.

This case study is especially useful for small business owners who have a niche product or service. If you have a niche product, this means that you are not, yet, competitive. Just because you have a product, and you believe in that product, does not necessarily mean that product is competitive. It just means that you have done much of the hard work to get that product to a position to enter the market. Now you must design a marketing strategy that ensures it will be competitive.

Because you have no true competitors, and that is not a position of ego you should assume, you must adopt both digital marketing and social media marketing plans so that online consumers become aware of your brand, they invest time into your brand, and they eventually become long-term consumers and customers of your brand. The goal is always investment: how you will invest in your customers and how your customers will continue to invest and support your brand.

This is what building a brand means because it is not just the numbers you analyze. It is also the sentiments, customer mindset, and buying behaviors that dictate whether your branding message is effective and whether people connect with your brand. People are looking for connections, and if the message you offer helps them to connect to other areas of their lives, they are sure to remain loyal customers and bring along other people who need the same connection.

Creating connections between your brand and the lives of customers who buy into your brand is no easy task. There is competition for eyeballs on the internet. Whatever catches someone's eye is what usually sustains that interest for a long time. It could take someone years to realize that what caught their eye was not what they really wanted. It could also take someone years to realize that what caught their eye was what they wanted, and they are not ready to embrace new ideas. It is the habits we keep and maintain that make up our investment and our need for sustained connection.

As you prepare your products, services, and brand for market entry, keep investment in mind as the base marketing strategy to reach customers where they are in their emotional, psychological, spiritual, and financial development. It is in these areas where people need the most help in making connections and pursuing wellness. That is what thrive means on a basic level: healing in all areas of your life so that you are a contributor to not only your life, but also to the lives of others.

Review the main content for this book. There are video components for marketing planning available for view. This case study supports the ideas presented in the corresponding course titled

Tentative Marketing Plan Template for Small Business Course offered at cost through Favors Marketing School.

Visit Favors Marketing Solutions at www.favorsmarketingsolutions.com for more information. Click the “Favors Marketing School” or the “Enrollment & Registration” tabs to access links to the school and courses.

All other video lessons referenced within this case study are free and available on the Favors Marketing Solutions website as well as the Regina Y. Favors YouTube channel at YouTube.com/@reginayfavors.

Favors Sample Marketing Plans help you to make sense of the concept of marketing planning. You will find this text useful for processing and researching your intended market, industry, and the competitive landscape. You are not yet a competitor, but with this book, you can prepare your work to be competitive.

Keep these ideas in mind as you work through this text. Thank you, again, for purchasing Favors Marketing Solutions and Favors Marketing Lessons 101 products and titles.

All Video Lessons

There are primary, secondary, and tertiary video lessons for Logo + Branding workshops and all related courses and titles. You can find the video lessons under the “Academy” tab on the Favors Marketing Solutions website. You can find all book titles on Amazon.com/author/reginayfavors.

Logo + Branding Lessons

- [Logo + Branding: Introduction to Business Planning, The Basics](#)
- [Logo + Branding: Introduction to the Sales Plan, The Basics](#)

These video lessons serve as core audio lectures for this Logo + Branding: Business Planning Basics and Sales Planning Presentations. You can listen and take notes with this companion.

Primary Lessons

- [Favors Marketing Lessons: Basic Digital Marketing Terms, Tools, w/Sample Ads \(Campaign #1\) & Lessons Learned](#)
- [Favors Marketing Lessons: Business Analysis Techniques w/Sample Ads \(Campaign #2\) & Business Insights](#)

Digital Ad Campaign #3 is in progress, but there are no immediate plans to create a video lesson. The Logo + Branding Lessons theoretically and practically accomplish this learning goal.

Secondary Lessons

Secondary video lessons encourage you to set marketing goals. To complete the downloadable documents connected to a video, review the following titles:

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

Tertiary Lessons

Tertiary video lessons encourage you to understand the business of connecting your logo to your branding objectives.

- [Favors Marketing Lessons: 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 videos function as online workshops prepared for a small business owner specializing in marketing and promotions. The reference to the Blended Cultures, LLC videos in this book is subject to fair use, and these videos were created in March 2022.

Learning Resources

The learning resources for Favors Marketing Lessons 101 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, Campaign #2, and Campaign #3. Here are the links to the resources:

Tentative Marketing Planning Title

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)

The full version includes blog articles created as an education campaign to introduce online users to the website. The marketing goals were to build brand awareness and drive traffic to the

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

Digital Ad Campaign Case Studies Titles

- The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1
- The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #2
- The Regina Y. Favors Website Digital Marketing Plan: Digital Ad Campaign #3, Finances & Event Planning, 2023 Edition

The digital ad campaigns inform the practice and planning for marketing products and/or services to the online consumer.

Favors Marketing Lessons 101 Titles

- Favors Marketing Lessons 101: A Workbook & Action Planning Guide
- Favors Marketing Lessons 101: Basics for Creating the Buyers' Personas, A Workbook & Action Planning Guide
- Favors Marketing Lessons 101: A Brief Guide to Digital Marketing
- Favors Marketing Lessons 101: Digital Ads Collection & Planning Workbook, A Companion
- Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook

The Favors Marketing Lessons 101 titles help to prepare individuals and small business owners to establish a tentative marketing plan before entering the market.

Links/Contacts/Social Media

The contact information includes website and social media pages:

- Website: 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>

Favors Skeletal Marketing Plan Template (Outline Form)

- I. Front Matter
- II. CEO/President's Welcome Statement
- III. Company Information (Overview)
- IV. Tentative Marketing Plan
 - a. Business Summary
 - b. Business Initiatives
 - c. Market Analysis
 - i. Online Consumer Analysis
 - ii. Customer Analysis
 - iii. Tentative Demographics
 - iv. Test Case
 - v. Education Campaign
 - d. Competitor Analysis
 - e. SWOT Analysis
 - f. Marketing Strategy
 - i. Digital/Online Ads
 - ii. Physical
 - iii. The 7 Ps
 - g. Marketing Channels
 - h. Customer Conversion Tools
 - i. Feedback Form
 - ii. Social Media Buttons
 - iii. Subscription
 - iv. Tagging
 - v. Advertising Campaign
 - vi. eCommerce Store
 - i. Financial Planning & Considerations
 - i. Financial Projections Gap
 - ii. Budget Planning & Considerations
 - iii. Figure. Marketing Company A Cost of Services
 - iv. Social Media Platform Provider A Cost of Services (New)
 - j. Marketing Goals
 - i. Build brand awareness.
 - ii. Drive traffic to website.
 - iii. Create targeted online consumer base.
 - iv. Create buyer's persona(s).
 - v. Create customers who buy.
 - vi. Send emails encouraging testimonials.

- vii. Assess returning customers.
 - viii. Establishing timelines for marketing goals. (New)
 - k. Buyer's Persona Template
 - i. Section 1: Who?
 - ii. Section 2: What?
 - iii. Section 3: Why?
 - iv. Section 4: How?
 - v. Sample Buyer's Persona
 - l. Customer Segmentation & Analysis
 - i. Goal
 - ii. Purpose
 - iii. Customer Segments
 - m. Competitor Benchmark & Analysis
 - i. Goal
 - ii. Purpose
 - iii. Case Studies
 - n. Digital Assets
 - i. Paid Media
 - ii. Earned Media
 - iii. Owned Media
 - o. Content Strategy
 - i. Paid Media
 - ii. Earned Media
 - iii. Owned Media
 - p. Measurement (SMART)
 - i. Specific
 - ii. Measurable
 - iii. Actionable
 - iv. Relevant
 - v. Time Bound
 - q. Company A Branded Products
 - i. Websites
 - ii. Books
 - iii. Other Product Types
 - r. Conclusion
 - s. References/Links
 - t. Contact Information
- V. Digital Marketing Strategy Overview
 - a. Vision
 - b. Mission

- c. Goal Hierarchy
 - i. Critical Assets
 - ii. Business Objectives
 - iii. Marketing Objectives
 - iv. Key Performance Indicators
 - v. SWOT
 - d. Social Media Marketing Plans
 - i. Facebook
 - ii. Instagram
 - iii. LinkedIn
 - iv. Twitter
 - v. YouTube
 - vi. Pinterest
 - vii. Amazon.com
 - viii. Medium.com
 - ix. TikTok
 - e. eCommerce/Online Store
- VI. Company Overview
 - a. Existing Marketing Goals
 - b. Event Primary Goal
 - c. Thematic Fit
 - d. Areas of Responsibility
 - e. Budget Guidelines
 - f. Event Branding
 - g. Event Planning Contracts
 - h. Technology Tools
 - i. Measuring Success
 - j. Case Study: Sample Event, Book Fair A
- VII. About Company A
 - a. Vision
 - b. Mission
 - c. Purpose
 - d. Disclaimer
- VIII. About Digital Services Company Provider A
 - a. Mission
 - b. Purpose
- IX. Appendices
- X. About the Author/Writer/Document Preparer
- XI. List of Links, Social Media Handles, Websites, Products
- XII. Additional Information such as Fair Use Disclaimer

- XIII. Bibliography & Useful Resources
- XIV. Contracts & Request for Marketing Proposals

Please note that some sections of this skeletal template may be condensed in the sample marketing plan of this case study.

Proposed Solutions

Assessment Summary

This assessment summary provides an overview of the case study, introduces a problem statement, designs a research question, and proposes multi-level solutions for the given company.

Company Description

Blended Cultures, LLC is a marketing, promotions, and community events company specializing in digital ad campaigns, promoting local small business owners with marketing solutions, and managing community events through sponsorship. For more information about the company, use the following:

George Torres

Blended Cultures, LLC

239-887-7932

Blendedculturesllc@gmail.com

BlendedCulturesFL.com

Blended Cultures, LLC is on [Twitter](#), [Instagram](#), and [Facebook](#).

Blended Cultures, LLC also manages a Facebook group named [Taifro Promo Community](#).

Problem Statement

Blended Cultures, LLC provides digital ad campaign solutions in the forms of digital ad creation and deployment of posts to a local small business website, social media platforms, and related online groups. Blended Cultures, LLC also sponsors and directs community events, managing the initial online marketing campaign, coordinating onsite event setup and activities, and providing an entertainment platform that helps small business owners expand their reach.

However, Blended Cultures, LLC lacks a fully developed marketing plan beyond digital ad creation and posts and directing and sponsoring community events. The company lacks a customer retention strategy beyond the one-year online vendor catalog initial signup. To be successful, Blended Cultures, LLC will need to consider the following:

- **Marketing:** Adopt marketing goals to increase its marketing planning capacity and business solutions for the local small business owner.
- **Branding:** Provide marketing planning workshops for small business owners struggling to create a marketing plan and design a budget for a community event.
- **Sales Planning:** Create a multi-tier pricing package that includes social media sponsored ads for its digital advertising campaign to support its promise to increase the small business owner's reach potential.

These three areas further support the **five-point business solutions mission** of Blended Cultures, LLC, which includes the following:

- to expand reach
- to build online audience
- to inspire collaboration
- to motivate growth and development
- to inspire greatness

This five-point mission guides the development of marketing planning solutions.

Research Question

Preliminary and follow-up assessment of Blended Cultures, LLC is based on its existing marketing strategies and considers the following research question:

Given the existing membership in the Blended Cultures Online Vendor Catalog, what links could the company make between marketing planning, branding, and sales planning to improve customer satisfaction and maintain customer retention?

This research question considers the link between marketing, branding, and sales planning, and it informs solutions for the company to move forward in offering full marketing planning solutions.

Proposed Solutions

Preliminary assessment of Blended Cultures, LLC began on March 29, 2022, in which the Regina Y. Favors Website offered two learning videos as a reciprocal strategy for the RYF logo that George Torres, CEO created.

The goal of creating the learning videos was to propose that Mr. Torres add an “Academy”, or “Learning Resources” tab based on the initial interview Kenya Bishop of 3701ENT Podcast conducted with Mr. Torres on the link between logo and brand (development).

I assessed the www.blendedculturesfl.com website and compared it to other sites that created an “Academy” tab. I proposed via email and Facebook messenger that Mr. Torres might consider adding the tab for his site so that online visitors might find the video useful as a resource for their marketing planning and community events considerations. The videos are titled and linked below, and they are considered the first proposed solution.

First Proposed Solution: Academy Tab

These two video titles were created for Blended Cultures, LLC as options and/or considerations for an “Academy” tab, and they inform the development of marketing planning workshops for local small business owners:

- Favors Marketing Lessons: 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 videos function as online workshops prepared for a small business owner specializing in marketing and promotions. You can find these video links also under the Tertiary Lessons in this book. They are also useful as discussion openers as Mr. Torres can utilize the non-audio function.

Second Proposed Solution: Marketing Workshops

As represented in the previous solution, creating a marketing workshop for local small business owners would help to support a branding objective for Blended Cultures, LLC. A list of possible workshops is not available, but the development of marketing workshops may focus on these three areas:

- Marketing Planning
- Brand Development
- Sales Planning

These three areas form the bases of executing an effective marketing strategy, utilizing multiple marketing channels, social media platforms, and call to action language for small business owners.

Third Proposed Solution: Digital Ad for Marketing Workshops

A follow-up assessment of Blended Cultures, LLC and George Torres’ business mission began on April 18, 2024, and it is based on a video discussion Mr. Torres had encouraging performing artists to adopt a marketing plan before signing up to showcase their talent at a community event.

The following digital ad encourages Blended Cultures, LLC to guide performing artists in the understanding of marketing planning and by extension, performing artist development. It is not a digital ad solely for performing artists. In the first video lesson, George Torres discusses the importance of ensuring you have the budget to participate in an event. The digital ad is one step towards helping local small business owners begin the process of marketing planning.

Figure. Sample Digital Ad for Blended Cultures, LLC Marketing Workshop

Blended Cultures, LLC

GET YOUR MARKETING TOGETHER! WORKSHOP

What We Do:

- ◆ Marketing Kit Consulting
- ◆ Event Planning Consulting
- ◆ Marketing & Promotions
- ◆ Marketing Mentoring & Workshop Development

CONTACT US





239-887-7932



www.blendedculturesfl.com

Contact us for rates!

contact@blendedculturesfl.com

Fourth Proposed Solution: Tentative Marketing Plan (Two-Year)

This book, *Favors Sample Marketing Plans: Marketing Plan Case Study for Blended Cultures, LLC*, serves as the fourth proposed solution for Blended Cultures, LLC.

Although it serves as a case study for the whole book, when removed separately, it is a functional tentative marketing plan for Blended Cultures, LLC.

Fifth Proposed Solution: Digital Ad Campaign Pricing Packages

The current marketing business solution that Blended Cultures, LLC offers is priced at a flat rate per month, which includes the creation and deployment of a digital ad for the small business owner on the company's website and social media platforms. Beyond community events marketing, Blended Cultures, LLC does not offer marketing planning that includes a multi-tiered system for digital ad campaign runs. The following are example packages (suggested).

New & Emerging Small Business Owner Package

Initial Setup Rate: Flat Fee + 7-Day Digital Ad Run

The base package includes creation and deployment of a digital ad on social media platforms. Posting is seven days with minor direction for future campaigns. This is the most budget-friendly option for new small business owners.

Developing Small Business Owner Package

Small Business Package: Flat Fee + Digital Ad Creation/Deployment

The small business package is priced at a four-week flat fee per week. It includes digital ad creation and deployment and sponsored digital ads on Facebook (most cost effective). This business solution includes a report with insights and direction for future campaigns. This is the most cost-effective option for developing small business owners.

Developed Small Business Owner Package

Digital Ad Campaign Package: Flat Fee Per Month + Digital Ads

This digital ad campaign package is priced at a per-month rate with a minimum of three months. It includes digital ad creation and deployment, sponsored digital ads on Facebook, report with insights, event plan strategy, and marketing workshop considerations. Blended Cultures, LLC assumes responsibility for the digital ad campaign strategies, which include social media marketing. Creating the event plan beyond consulting on strategy is an additional rate. This is a monthly business solution for developed small business owners.

Sixth Proposed Solution: Marketing Workshops

Marketing Workshop: Flat Fee Per 25-Member, Reduced rates available

Blended Cultures, LLC marketing workshops are priced at a flat fee per 25-member participation. It includes a presentation on bridging the logo plus branding, finance and budget considerations, how to prepare for an event, and handouts. Reduced rates are available at the 50-member count. Current workshops include the following:

- Logo + Branding
- Event Planning

Marketing workshops are still in development.

Seventh Proposed Solution: Surveys for Initial Interview, Customer Satisfaction & Customer Retention

To measure customer satisfaction and customer retention potential for existing members of Blended Cultures Online Vendor Catalog, two surveys were created for this sample marketing plan. They are housed within the Buyer's Persona Template Section and Customer Segmentation & Analysis Section of this case study. They are titled as follows:

- Figure. Initial Marketing Solutions Survey (Information Interview)
- Figure. Customer Satisfaction Survey (Online Contact Form, not included here)
- Figure. Follow-Up Marketing Solutions Survey (After One Year), Customer Retention

These two surveys will help Blended Cultures, LLC measure the current marketing needs of new and emerging, developing, and developed small business owners to determine the degree of customer satisfaction.

The follow-up survey measures the potential of customer retention, i.e., existing and new clientele requesting the marketing planning solutions of Blended Cultures, LLC.

You can access the two surveys in their respective sections. They are added to this Proposed Solutions section for your convenience.

Initial Marketing Solutions Survey (Information Interview)

Marketing Planning

What are your marketing planning needs?

- ☐ Digital advertising
- ☐ Social media marketing
- ☐ Facebook Page management

Have you set marketing goals for your product or service?

- ☐ Build brand awareness.
- ☐ Drive traffic to your website or Facebook page.
- ☐ Create an online targeted consumer base.
- ☐ Create buyer's persona.
- ☐ Create customers who buy.
- ☐ Send emails encouraging testimonials.
- ☐ Assess returning customers.

Do you have a marketing plan?

- ☐ Yes
- ☐ No

Branding

Do you have a logo for your product or service?

- ☐ Yes
- ☐ No

If you have a logo, have you trademarked your logo?

- ☐ Yes
- ☐ No

Sales Planning

Do you have a sales plan for your product or service?

- ☐ Yes
- ☐ No

Follow-Up Marketing Solutions Survey (After One Year), Customer Retention

Marketing Planning

Do you need follow-up help with developing marketing planning needs?

- ☐ Digital advertising
- ☐ Social media marketing
- ☐ Facebook Page management

Do you need follow-up help with setting the following marketing goals for your product or service?

- ☐ Build brand awareness.
- ☐ Drive traffic to your website or Facebook page.
- ☐ Create an online targeted consumer base.
- ☐ Create buyer's persona.
- ☐ Create customers who buy.
- ☐ Send emails encouraging testimonials.
- ☐ Assess returning customers.

Do you need follow-up help with creating a marketing plan?

- ☐ Yes
- ☐ No

Branding

How have you utilized the logo for your product or service? Do you need follow-up assistance?

- ☐ Website
- ☐ Product
- ☐ Business Solution

Do you need follow-up help trademarking your logo?

- ☐ Yes
- ☐ No

Sales Planning

Do you need follow-up help with developing a sales plan for your product or service?

- ☐ Yes
- ☐ No

Eighth Proposed Solution: Facebook Certification(s)

Blended Cultures, LLC should adopt an expert view of digital marketing and marketing planning to provide appropriate and consistent business solutions for different industries. This would require gaining certifications and possible community college certifications in digital marketing.

Facebook offers the Meta Certified Digital Marketing Associate Exam. This exam helps marketing practitioners gain the skills needed to create and execute online marketing and advertising programs. The hyperlinks provide access to the information.

[About the Meta Certified Digital Marketing Associate Exam](#)

[Digital Marketing Associate Study Guide](#)

The exam is self-study with video lessons and downloadable document (second link).

The exam costs \$99.

Facebook digital marketing certifications are not the only options, but because most online visitors engage the social media platform consistently, it would provide Blended Cultures, LLC with a competitive edge for appealing to the local small business owner.

Ninth Proposed Solution: Professional Certificate in Digital Marketing

Blended Cultures, LLC should adopt an expert view of digital marketing and marketing planning by completing the Professional Certificate in Digital Marketing with the Digital Marketing Institute.

The course content defines digital marketing, digital marketing channels, inbound and outbound marketing, AI in digital marketing, and the traditional funnel and the buyer's journey. The course content also includes lessons on social media marketing, search engine optimization, and email marketing. The hyperlink provides access to the information.

[Professional Certificate in Digital Marketing + PCM from American Marketing Association](#)

The exam is asynchronous with video lessons and downloadable course plans.

The course is priced at \$1,442.

Professional certification in digital marketing would add value to the Blended Cultures, LLC brand.

Tenth Proposed Solution: American Marketing Association Membership

Blended Cultures, LLC should adopt an expert view of digital marketing and marketing planning by becoming a professional member of the American Marketing Association (AMA).

Membership is available for marketing and sales professionals, small business owners, scholars, and undergraduate/graduate students.

The hyperlink provides access to the information.

AMA Membership

Membership is priced at \$169 per year.

Membership supports commitment to digital marketing and the industry.

Eleventh Proposed Solution: Blended Cultures, LLC as an Exhibitor and/or Workshop Facilitator

Blended Cultures, LLC should represent the company as an expert in digital marketing and marketing planning solutions at a small business and/or marketing conference.

Blended Cultures, LLC should also exhibit and when available conduct a marketing planning workshop to showcase its expertise and products and business solutions.

Depending on current marketing planning needs, Blended Cultures, LLC can research various opportunities to exhibit.

Company Information

Case Study for Blended Cultures, LLC

This is a Case Study for Blended Cultures, LLC, a marketing and promotions and event planning company. Information in this case study encourages a two-year marketing planning process, ideally from 2025 to 2027, or within any other two-year option.

CEO/President's Welcome Statement

Favors Sample Marketing Plans: Marketing Plan Case Study for Blended Cultures, LLC is not a work by request. It was created with the idea goal of marketing education and developing a portfolio of samples for Favors Marketing Solutions. This would be the section for the CEO/President's Welcome Statement for a commissioned case study.

Company Information (Overview)

Blended Cultures, LLC is a marketing, promotions, and community events company located in Fort Myers, FL. Founded by George Torres, CEO, the company's goal is "create greatness through excellence." Working with a diverse clientele, Blended Cultures, LLC provides digital marketing solutions and plans local community-based events.

Tentative Marketing Plan

Business Summary

Blended Cultures, LLC is a marketing, promotions, and community events company. Products of Blended Cultures, LLC include online vendor business catalog, portfolio of digital ads, the company website, and blog content connected to event planning. Social media products include Facebook, Instagram, LinkedIn, and TikTok. The general business goal of Blended Cultures, LLC is to help customers expand their reach.

Business Initiatives

The business initiatives for Blended Cultures, LLC include facilitating and managing digital marketing campaigns with digital ad development and deployment, increasing membership in the online vendor business catalog, and creating digital marketing plans and community events plans. The business initiatives for Blended Cultures, LLC are based on the marketing goals for the company. See that section in this case study for more information.

Market Analysis

The marketing analysis for Blended Cultures, LLC is based on existing and potential product offerings. It includes the following sections.

Online Consumer Analysis

Blended Cultures, LLC has both a Facebook profile and a Facebook page that is active and generative. Posting is daily, oftentimes hourly. The company also has an Instagram page where posts are added at least weekly. The use of TikTok is based on a current event where Blended Cultures, LLC may serve as the executive marketing director and/or sponsor. Video uploads may be based on a monthly or quarterly event when managing a client's marketing needs.

Customer Analysis

Blended Cultures, LLC has a strong but variable customer base. Customer industries include insurance, real estate, entertainment and performing artists, logistics companies, marketing consultants, delivery companies, health and wellness spa services, realtors, soap manufacturers, loan and mortgage solutions, and creative artists. Although Blended Cultures, LLC offers solutions to multiple clientele, it is missing a developed buyer's persona for its products and services.

Tentative Demographics

The tentative demographics for Blended Cultures, LLC include creating author development campaigns, managing marketing for small business and book fair exhibition, facilitating marketing planning workshops, and providing marketing consultant solutions.

However, it is unclear what the age range and gender distribution are for these demographics. They all fall under the small business category, which may include businesses owned by an 18-year old to businesses owned within the over 55 categories. Analytics and an onboarding or vendor survey might be necessary to determine the age ranges.

Test Case

Blended Cultures, LLC will test case a sample digital marketing workshop and/or marketing presentation and offer it for free to existing clientele and new businesses. In addition, Blended Cultures, LLC will create a corporate presentation to market digital marketing campaign solutions.

Two video-based solutions created (non-commissioned) for Blended Cultures, LLC under the Favors Business Solutions (former) umbrella, provide insight for understanding the connection

between the logo and the brand and the role of event planning in marketing products and services. The videos are available on the Favors Marketing Solutions website and on YouTube.

Education Campaign

Blended Cultures, LLC will create marketing planning workshops for small business owners, new and existing, to gauge current knowledge and gaps.

Competitor Analysis

Blended Cultures, LLC has direct competitors in the marketing promotions, event planning, and digital marketing spaces. Because the company offers these business solutions in multiple mediums and through various product and service offerings, it is difficult to define the Blended Cultures, LLC competitor within the digital marketing space because the company only creates and posts digital ads to the client's social media accounts and to the social media accounts of Blended Cultures, LLC.

However, Blended Cultures, LLC has direct competitors in the event planning space where the small business market in Fort Myers, FL is saturated with marketing and promotions companies that also offer event planning solutions that are at least yearly and offer a consistent strategy.

SWOT Analysis

A SWOT Analysis for Blended Cultures, LLC largely considers the role of marketing planning, event planning, and digital ad campaigning. It also considers the need for marketing workshop development.

The **strengths** of Blended Cultures, LLC are that it has successfully created and/or managed multiple events, which include The Spring Fest of Southwest Florida, The Flava of Lehigh Acres, the Becoming an Extraordinary Woman Empowerment Workshop, and the Slow Down event offered quarterly. For most events, Blended Cultures, LLC has served as the marketing executive director and company sponsor.

The **weaknesses** of Blended Cultures, LLC are that it lacks a sustainable business product beyond the marketing planning and events planning business model(s). The current small business service offerings are affordable and based on the intentions and needs of the client, but beyond the initial request for digital advertising solutions, Blended Cultures, LLC is not operating a fully developed small business model that should include monthly marketing planning workshops and sales and networking planning events. In addition, to gain a new clientele, Blended Cultures, LLC is not exhibiting at small business conferences beyond the local community events that the company manages and/or sponsors. In essence, Blended Cultures, LLC may be helping clients expand their reach, but the company is not expanding its reach.

The **opportunities** for Blended Cultures, LLC include creating marketing planning workshops, adding an “Academy” or “Resources” tab to the company website, designing multi-level digital marketing planning packages that include the new and existing small business customer, and developing video-based presentation materials for small businesses and corporate solutions. The opportunity for Blended Cultures, LLC is to offer its services to the corporate buyer.

The **threats** to Blended Cultures, LLC are lack of technical knowledge of digital marketing beyond the development of digital ads and social media posting. Blended Cultures, LLC, as a marketing planning and promotions and digital advertising solutions provider lacks direct knowledge specific to marketing plans, digital marketing terms and vocabulary, and exhibition practices beyond local community events participation. The threat to Blended Cultures, LLC is that it remains locally driven for companies with a national mindset.

Marketing Strategy

The marketing strategy for Blended Cultures, LLC is based on current and past business practices in marketing promotions, event planning, and digital advertising campaigns.

Digital/Online Ads

Blended Cultures, LLC markets itself as a marketing planning and promotions company offering digital ad solutions as a current business model. There is sporadic posting of the company’s services on social media platforms and via events.

However, the company has not adopted a strategic social media marketing campaign by running sponsored Facebook, Instagram, and LinkedIn ads to gain new clientele.

Blended Cultures, LLC must adopt a digital/online advertising campaign strategy that includes sponsored advertising for the company and its clientele.

Blended Cultures, LLC must adopt a multi-package digital advertising campaign small business solution.

Physical

Blended Cultures, LLC markets itself primarily with apparel. The owner, George Torres, is a walking advertisement of the company.

Blended Cultures, LLC must market itself at small business events and conferences to gain new clientele. Activities must include developing logo-based event planning products, such as postcards, bookmarks, merchandise, and brochures.

Blended Cultures, LLC must develop a full digital marketing and promotions planning strategy for small businesses beyond the local community mindset.

The 7 Ps

Blended Cultures, LLC has one tangible product, and that is the Blended Cultures Online Vendor Catalog where the reach is over 8,000 (2022). To measure success, Blended Cultures, LLC will need to create additional tangible products. The 7 Ps stand for: product, price, place, promotion, people, process, and physical evidence. Here is a brief assessment based on future activities:

Product(s):

Blended Cultures, LLC will develop a three-level digital ad package for the beginner, the intermediate, and the advanced small business owner. Blended Cultures, LLC will develop a book fair attendance, small business conference, and community event pricing package for the author, small business owner, and community events provider, respectively. Blended Cultures, LLC will develop marketing solutions for the corporate buyer by number of employees. Blended Cultures, LLC will develop marketing planning workshops for the new and existing small business owner; they may be fee-based or gratis depending on the medium.

Price:

Blended Cultures, LLC will develop pricing packages for digital ad campaigns, event planning solutions, marketing planning solutions for corporate buyers, and marketing planning workshops.

Place:

Blended Cultures, LLC will develop strategies for marketing and exhibiting the company at small business conferences.

Promotion:

Blended Cultures, LLC will develop a marketing promotions campaign based on existing and new product and solutions. This will include running sponsored ads on social media platforms.

People:

Blended Cultures, LLC will market to existing clientele and develop new business relationships to promote the company's products and services.

Process:

Blended Cultures, LLC will adopt a two-year planning process to create digital ad campaign packages, marketing and promotions solutions, and corporate buyer strategies.

Physical Evidence:

Blended Cultures, LLC will create marketing materials to utilize at various small business conferences.

Marketing Channels

The marketing channels for Blended Cultures, LLC include all social media platforms and future small business events. This will include sponsored digital ads.

The development of marketing channels is ongoing, but they will include developing a digital ad campaign for display and search advertising, B2B marketing, email marketing, social media marketing, and content marketing.

Customer Conversion Tools

Blended Cultures, LLC currently has an existing clientele of customers from different industries, but it does not have repeat customers who utilize the company's services. That is largely because the company only creates and posts digital ads to the client's website and social media page and to the social media platforms of Blended Cultures, LLC.

The digital ad campaign, non-sponsored on social media platforms, is a three-month campaign at a flat rate. Once the campaign is complete, the client may choose to purchase for another three months or discontinue. Blended Cultures, LLC does not currently have a customer retention program. The following content implies also sales planning objectives.

Feedback Form

Blended Cultures, LLC does not offer a feedback form that might consider customer satisfaction. Instead, feedback is largely determined by client reviews when requested.

Social Media Buttons

The Blended Cultures, LLC website houses social media buttons on the website and on social media pages to gain new followers and encourage sharing of digital ads and related content.

Subscription

Blended Cultures, LLC only offers the business vendor catalog as an annual subscription model.

The Blended Cultures Online Vendor Catalog is priced at \$75 per year and includes a custom designed social media digital ad, utilizing the company's logo, and supports the company's existing marketing campaign. The digital ad is shared twice a year as a Featured Vendor Catalog Member on the social media platforms of Blended Cultures, LLC and includes a guest blog.

As a potential business model, Blended Cultures, LLC should create a subscription model of its digital marketing solutions and include marketing planning and/or consultant services.

Tagging

Blended Cultures, LLC sporadically utilizes tagging on its immediate Blended Cultures Facebook page and profile. There is no purpose for tagging beyond its current strategy, which is not really a strategy. Tagging is oftentimes optional and/or connected to an event.

Advertising Campaign

Blended Cultures, LLC utilizes a digital ad campaign for its existing clientele and randomly posts content for the company. Sometimes the content is promotional, aspirational, and encouragement based.

Blended Cultures, LLC does not utilize a sponsored model to advertise company solutions and products beyond the vendor catalog. Non-sponsored digital ads are created for the vendor catalog.

eCommerce Store

Blended Cultures, LLC does not house an eCommerce store on its website, but if it created merchandise, which includes T-shirts, coffee cups, and related marketing materials, it would help to promote the company and its services.

Financial Planning & Considerations

Blended Cultures, LLC has not created financial planning considerations. This is a gap in the small business model. However, future financial planning considerations must include the development of marketing planning, digital marketing, promotions, and event planning pricing packages. Separate figures must be dedicated to applying the pricing model of social media platforms for sponsored digital ads or at least a flat fee estimate.

The following figure projects existing costs to attain digital marketing solutions from Blended Cultures, LLC. These costs are projected to change. These are just sample figures. They provide insight into monthly marketing and promotion using non-sponsored digital ads in which the company creates and deploys digital ads and posts to social media platforms.

This figure supports the Developed Small Business Owner Package. Here is a recap of that information from the proposed solutions.

Developed Small Business Owner Package

Digital Ad Campaign Package: Flat Fee Per Month + Digital Ads

This digital ad campaign package is priced at a per-month rate with a minimum of three months. It includes digital ad creation and deployment, sponsored digital ads on Facebook, report with insights, event plan strategy, and marketing workshop considerations. Blended Cultures, LLC assumes responsibility for the digital ad campaign strategies, which include social media marketing. Creating the event plan beyond counsel on strategy is an additional rate. This is a monthly business solution for developed small business owners.

The sample client types are based on the industry categories deriving from the Blended Cultures Online Vendor Catalog. Client types are subject to change.

Note: The following figures are based on projections the Regina Y. Favors Website considered when developing the marketing plan. The figures are based on a phone discussion with George Torres, CEO, Blended Cultures, LLC. These are 2022 projections.

Products and titles under the Favors brand have been removed, and industries are represented in the following figure.

Figure. Blended Cultures, LLC Cost of Services (2022 Projections, Monthly)

Sample Client Categories	Marketing	Ads	Frequency	Includes	Costs	Period	Total
Insurance Agent	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Real Estate Professional	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Entertainment and Performing Artist	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Logistics Company	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Marketing Consultant	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Delivery Company	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450

Sample Client Categories	Marketing	Ads	Frequency	Includes	Costs	Period	Total
Health and Wellness Spa Solutions	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Realtors	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Soap Manufacturer	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Loan and Mortgage Solutions Provider	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450
Creative Artists	Monthly marketing and promotion	25 branded custom designed digital ads	10 times per week from social media platforms, website	1-year complimentary industry directory membership (initial)	\$150 per month	3-month period	\$450

These estimates are based on the language indicated on the Blended Cultures, LLC website.

Marketing Goals

The marketing goals, or business objectives, for Blended Cultures, LLC are suggestive and based on the plans presented in The Regina Y. Favors Website Tentative Marketing Plan. The information here is tailored to Blended Cultures, LLC company philosophy.

Build brand awareness.

The business goal of Blended Cultures, LLC is to build brand awareness of the company's digital marketing planning, marketing and promotions, and marketing planning workshop development.

Drive traffic to website.

The business goal of Blended Cultures, LLC is to drive traffic to the company's website to encourage vendor catalog subscriptions, for readers to read the blog on upcoming events, to access learning resources, and to create a link between the website and the Blended Cultures social media pages and profiles.

Create targeted online consumer base.

The business goal of Blended Cultures, LLC is to create a targeted online consumer base. This currently exists with the vendor catalog, but there isn't a consistent online consumer base where customers seek digital marketing solutions from the company. An online consumer base might benefit from a link to the website's learning resources if Blended Cultures, LLC created an "Academy" or "Learning Resources" tab or maybe even used the "Blog" function to create content that is also educational.

Create buyer's persona(s).

The business goal of Blended Cultures, LLC is to create a buyer's persona, which is an ideal customer for the company's products and service offerings. The current customer profile includes real estate and realtor professions, performing and creative artists, insurance professionals, marketing consultants, and health and fitness practitioners. The profile is wide-ranging but also focused on the small business community of Fort Myers, FL. However, there is no true indication of the expansion of the customer profile beyond the immediate commitment. A buyer's persona may need to consider marketing services on a national level, especially where there are small business conferences where Blended Cultures, LLC can exhibit and gain insights into the marketing field.

Create customers who buy.

The business goal of Blended Cultures, LLC is to create customers who buy the company's marketing and promotions products, solutions, and digital advertising pricing packages.

Send emails encouraging testimonials.

The business goal of Blended Cultures, LLC is to send emails encouraging testimonials. There is a simple system in place for customers and online visitors to leave feedback for a Blended Cultures sponsored event. Feedback is typically left on the social media pages and profiles of the company, and it is connected to a recent event where Blended Cultures served as either the event sponsor or marketing director or both. To be effective in measuring the success of marketing and promotions and digital marketing services, Blended Cultures, LLC will need to create an email marketing strategy.

Assess returning customers.

The business goal of Blended Cultures, LLC is to assess returning customers. Blended Cultures, LLC does not have repeat customers among its existing clientele. This could largely be because Blended Cultures, LLC only provides digital ad development and posts digital ads to social media platforms, but it does not provide full marketing campaign programming. It does not offer marketing and promotions pricing packaging and event planning options.

The clientele part of the vendor catalog has a one-year membership, so there is no need to market to them beyond that catalog. However, Blended Cultures, LLC would benefit from designing a marketing plan that includes customer retention (i.e., sales planning). Customer retention might be measured by current customers who renew their vendor catalog subscription. That is one way to measure success. Other ways to measure success must be considered.

Establishing timelines for marketing goals. (New)

The business goal of Blended Cultures, LLC is to establish timelines for marketing goals. Blended Cultures, LLC could benefit from a two-year marketing plan that includes setting realistic marketing goals, developing a branding plan, and executing a sales plan strategy.

Figures. Marketing Strategy Timelines

Marketing goals are currently based on the marketing and promotion solutions of Blended Cultures, LLC, a digital marketing agency, and the role the company will play for small business owners in various industries. Marketing goals are also based on developing multiple pricing packages for digital marketing, marketing and promotions, and marketing workshop development.

The following content is wholly adapted from the title The Regina Y. Favors Website Tentative Marketing Plan. It is suggestive and subject to change for the Blended Cultures, LLC brand. The figure supports the following pricing package, which requires a three-month minimum commitment.

Developed Small Business Owner Package

Digital Ad Campaign Package: Flat Fee Per Month + Digital Ads

This digital ad campaign package is priced at a per-month rate with a minimum of three months. It includes digital ad creation and deployment, sponsored digital ads on Facebook, report with insights, event plan strategy, and marketing workshop considerations. Blended Cultures, LLC assumes responsibility for the digital ad campaign strategies, which include social media marketing. Creating the event plan beyond counsel on strategy is an additional rate. This is a monthly business solution for developed small business owners.

Figure 1: Proposed Solutions for Company A (Three-Month Digital Ad Campaign)

Marketing Goal	Timeline	Small Business Package	Marketing Mediums	Marketing Strategies (Suggested)
Build Brand Awareness	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles and posts, Website, Medium.com, and LinkedIn articles Social media buttons/platforms
Drive Traffic to Website, Amazon, Facebook Store	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles and posts, Website, Medium.com, and LinkedIn articles Social media buttons/platforms
Create Targeted Online Consumer Base	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Facebook Store shares and posts; Complimentary copies to potential customers; Creation of eCommerce Medium. Networking
Create Buyer's Persona	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Facebook Store shares and posts; Complimentary copies to potential customers; Creation of an eCommerce medium. Networking
Create Customers Who Buy	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Use exact language such as "purchase" or "buy." Create ads offering discounts on a second purchase. Facebook store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.
Send Emails for Testimonials	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Respond to reviews left on Amazon; Email campaign; digital ads, Facebook Store and posts. Complimentary copies to potential customers. eCommerce site. Networking.
Assess Returning Customers	Three-month	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Assessment based on three-month case study that used digital ads and online business directory. Facebook Store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

With the Developed Small Business Owner Package, Blended Cultures, LLC assumes responsibility for your marketing planning.

Buyer's Persona Template

The following buyer's persona template is based on the current members of the Blended Cultures Online Vendor Catalog. For copyright and trademark reasons, the digital ads created under George Torres' direction are not included here. You may visit the company's website at www.blendedculturesfl.com to view the catalog.

Some content below is wholly adapted from the title The Regina Y. Favors Website Tentative Marketing Plan and then subsequently tailored to Blended Cultures, LLC with sample buyers' persona considerations from among the existing clientele subscribed to the Blended Cultures Online Vendor Catalog.

Definition

A buyer's persona is simply a semi-fictional representation of buyer type, i.e., someone who might purchase a product from a company. The buyer's persona for digital marketing purposes is the profile that represents an ideal customer. Understanding the buyer's persona helps to tailor marketing efforts and connect with the target audience. It also helps to meet their needs and solve their problems.

Section 1: Who?

Outlining the background includes consideration of the buyer's job, career path, and marital status. Demographics information such as gender, typical age, location, and income bracket are also included.

Section 2: What?

It is important to outline both primary and secondary goals for the buyer. In addition, challenges and concerns, at both the primary and secondary levels, are also included. The most important aspect of understanding the buyer's challenges and concerns is to determine if a product can help the buyer achieve their goal(s), overcome challenges, and determine if a product will help to alleviate their concerns.

Section 3: Why?

The "why" outlines certain goals and challenges the buyer points out, such as "I'm a student who wants to teach English in Japan. I need to learn the language so I can teach it. I need a book to help me do that." Given the buyer's goal and challenges, why wouldn't the customer buy the product to alleviate concerns is one such question that needs an answer when considering the buyer's persona.

Section 4: How?

The marketing message is key because it describes the product as a solution for the persona, as in “This product is flexible as an independent study course for Teachers of English as a Foreign Language (TEFL).” The marketing message forms part of the elevator pitch needed to convince the persona that the product is an appropriate solution: “We provide you with ultimate flexibility to help you start and finish your course.” The keyword here is “flexibility” because most customers do not always have the time to visit a campus. For this type of course, independent study is most appropriate as a solution and to alleviate customer concerns.

Sample Buyer’s Persona Considerations: By Industries

The sample buyers’ personas for this case study are based on the current members of the vendor catalog. Membership ranges by industry and career path. For copyright and trademark reasons, we cannot include the digital ads George Torres of Blended Cultures, LLC created, i.e., no copy and paste, nor the company’s names and names of the business owners. Instead, we will reference the existing clientele by industry and add a brief description based on the information from the website.

Logistics Company

The logistics company provides event and business solutions.

Marketing Consultant

The marketing consultant company provides marketing consulting services, web development, graphics design, and social media expertise. The business owner facilitates a workshop empowering women and men.

Delivery Company

The delivery company provides delivery services.

Health & Wellness

The health and wellness company provides luxury spa experiences.

Realtor

The realtor company provides real estate solutions.

Manufacturer

The manufacturer provides natural and organic soap manufacturing solutions.

Insurance

The insurance company provides home, auto, and business insurance solutions.

Insurance Broker

The insurance broker company provides licensed insurance advising services for Medicare plans, health insurance, group insurance, life insurance, vision insurance, and dental insurance.

Loan Officer

The loan officer company provides guidance and solutions for homeownership.

Creative Artist

The artist provides beautiful designs for gifts.

Performing Artist

The performing artist provides singing, songwriting, poetry, and motivational speaker solutions.

This list of local small business owners by industries serves as the basis for marketing planning and workshop development for Blended Cultures, LLC. To gain information regarding the business owners' marketing needs, a general survey is needed as indicated in the following figure.

Figure. Initial Marketing Solutions Survey (Information Interview)

Marketing Planning

What are your marketing planning needs?

- ☐ Digital advertising
- ☐ Social media marketing
- ☐ Facebook Page management

Have you set marketing goals for your product or service?

- ☐ Build brand awareness.
- ☐ Drive traffic to your website or Facebook page.
- ☐ Create an online targeted consumer base.
- ☐ Create buyer's persona.
- ☐ Create customers who buy.
- ☐ Send emails encouraging testimonials.
- ☐ Assess returning customers.

Do you have a marketing plan?

- ☐ Yes
- ☐ No

Branding

Do you have a logo for your product or service?

- ☐ Yes
- ☐ No

If you have a logo, have you trademarked your logo?

- ☐ Yes
- ☐ No

Sales Planning

Do you have a sales plan for your product or service?

- ☐ Yes
- ☐ No

This survey will serve as an information interview to gather details about the company's potential marketing objectives.

Please note that because Blended Cultures, LLC does not guarantee sales of a company's products or services, it is important that small businesses begin the process of developing a sales plan for their businesses.

The following figure derives in part from The Regina Y. Favors Website Tentative Marketing Plan, but it is tailored to the Blended Cultures, LLC business solutions. The content is suggestive.

Essentially, it is Blended Cultures, LLC's goal to assume responsibility for the company's marketing planning. The "Timeline" column references all small business owner packages. Note the differences.

Figure. Marketing Strategy Timelines (Suggested)

Marketing Goal	Timeline	Small Business Package	Mediums	Types of Marketing Strategies (Examples)
Build Brand Awareness	Seven-day digital ad run	New & Emerging Small Business Owner Package	Digital ads Online business directory	Articles and posts, Website, Medium.com, and LinkedIn articles Social media buttons/platforms
Drive Traffic to Website, Amazon, Facebook Store	Seven-day digital ad run	New & Emerging Small Business Owner Package	Digital ads Online business directory	Articles and posts, Website, Medium.com, and LinkedIn articles Social media buttons/platforms
Create Targeted Online Consumer Base	Four-week digital ad run	Developing Small Business Owner Package	Digital ads Online business directory	Articles. Facebook Store shares and posts; Complimentary copies to potential customers; Creation of eCommerce Medium. Networking
Create Buyer's Persona	Four-week digital ad run	Developing Small Business Owner Package	Digital ads Online business directory	Articles. Facebook Store shares and posts; Complimentary copies to potential customers; Creation of an eCommerce medium. Networking
Create Customers Who Buy	Three-month Minimum commitment	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Use exact language such as "purchase" or "buy." Create ads offering discounts on a second purchase. Facebook store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.
Send Emails for Testimonials	Three-month Minimum commitment	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Respond to reviews left on Amazon; Email campaign; digital ads, Facebook Store and posts. Complimentary copies to potential customers. eCommerce site. Networking.
Assess Returning Customers	Three-month Minimum commitment	Developed Small Business Owner Package	Digital ads Online business directory	Articles. Assessment based on a three-month case study that used digital ads and online business directory. Facebook Store shares and posts. Complimentary copies to potential customers. Creation of an eCommerce medium. Networking.

After the initial seven-day digital ad campaign, Blended Cultures, LLC can design a marketing planning strategy based on the small business owners' needs upon request.

Customer Segmentation & Analysis

The customer segmentation for Blended Cultures, LLC is based on the audience persona.

Goal

The goal of customer segmentation is to create converting content for Blended Cultures, LLC marketing strategies.

Purpose

The purpose of customer segmentation is to assess potential customers' needs, goals, and their perspectives of success.

Potential Customer

A potential customer for Blended Cultures, LLC is one who is initially a lead who turns into a qualified lead and who becomes a customer of the company. The category of potential customers also includes those customers who engage with posts and content on the Blended Cultures social media platforms.

Customer Segments

The customer segments are based on the information from the buyers' personas. Because there are different types of industries represented in the online vendor catalog, developing marketing strategies will require a tailored approach, and it is based on the sub-categories of audience category, target market segment, profile, their needs, onsite goals, converting content, and KPIs. Gathering information about these sub-categories is currently in development, but here is preliminary information.

Audience Category

The existing audience category represents local small business owners in need of digital marketing services that include the development of a logo (if necessary), membership in the online vendor catalog, and social media marketing through digital ad posts on multiple social media platforms and the company's website(s).

Target Market Segment

The existing target market segment is the local small business owners of Fort Myers, FL and the larger Southwest Florida region when possible. The target market of small business owners may range in age, gender, income, marital status, and fall under the categories of new, developing, and developed small businesses.

Profile

The existing profile of customer types understands the importance of marketing planning, branding, and sales planning. However, Blended Cultures, LLC currently tailors marketing solutions to digital marketing through the creation of logos and social media posts. The goal of bridging marketing, branding, and sales planning is ongoing.

Their Needs

The existing customer needs are predicated on the small business owners' intent to market products and solutions. If there is no intent, then Blended Cultures, LLC may not be a necessary marketing planning solution. The survey in this book is useful for information interview purposes.

Onsite Goals

The existing onsite goals for the Blended Cultures, LLC website focus more on providing information about recent events, utilizing the blog to highlight new online vendor catalog members, and announcing upcoming events for small business owners. The onsite goals must expand by creating an "Academy" or "Resources" tab with downloadable documents and video links to the company's social media pages and profiles. Employing this goal will help Blended Cultures, LLC function as a resource to local small business owners in the Fort Myers, FL area.

Converting Content

The existing converting content for the Blended Cultures, LLC uses call-to-action language (CTA), such as "Call for More Information" and "Purchase Now." This CTA is used primarily for the online vendor catalog. Similar CTA may be used in blog articles announcing an event, such as "Visit the Website" "Contact X for more information." It is unclear what type of call-to-action language is further needed for the Blended Cultures, LLC website and for the company until the company develops products and marketing consulting solutions.

KPIs

The existing key performance indicators, or KPIs, are based on the current membership status of the online vendor catalog. There is existing data for online visitors, available only to George Torres and his management team, but there is not sufficient data to establish KPIs regarding revenue growth, revenue per client, profit margin, clientele retention rate, and customer satisfaction.

None of the current clients have requested to be removed from the online vendor catalog. However, there is no follow-up data to determine customer satisfaction and whether existing clientele will renew their membership after a year. A follow-up survey may work to determine customer satisfaction, which supports sales planning goals. A survey question may be open-

ended and read, “What has been your marketing experience with Blended Cultures, LLC?” The existing client would type content into a box with a word count limit.

To gauge whether existing clients need additional digital marketing solutions, the survey might include the following questions. They are based, in part, on the initial survey questions. The survey does not necessarily gauge marketing planning solutions beyond the digital marketing services and management Blended Cultures, LLC offers its existing clientele.

Figure. Follow-Up Marketing Solutions Survey (After One Year), Customer Retention

Marketing Planning

Do you need follow-up help with developing marketing planning needs?

- ☐ Digital advertising
- ☐ Social media marketing
- ☐ Facebook Page management

Do you need follow-up help with setting the following marketing goals for your product or service?

- ☐ Build brand awareness.
- ☐ Drive traffic to your website or Facebook page.
- ☐ Create an online targeted consumer base.
- ☐ Create buyer's persona.
- ☐ Create customers who buy.
- ☐ Send emails encouraging testimonials.
- ☐ Assess returning customers.

Do you need follow-up help with creating a marketing plan?

- ☐ Yes
- ☐ No

Branding

How have you utilized the logo for your product or service? Do you need follow-up assistance?

- ☐ Website
- ☐ Product
- ☐ Business Solution

Do you need follow-up help trademarking your logo?

- ☐ Yes
- ☐ No

Sales Planning

Do you need follow-up help with developing a sales plan for your product or service?

- ☐ Yes
- ☐ No

The purpose of this survey is to measure customer retention.

Competitor Benchmark & Analysis

There are existing competitors for Blended Cultures, LLC in the Fort Myers, FL region, and they include companies that offer event management but not necessarily digital marketing services.

However, there is an existing customer that offers marketing consultant solutions and is a member of the online vendor catalog. Any potential competitor who offers marketing consultant along with technology solutions, such as web development, graphic design, and social media expertise is a threat.

Goal

The goal of the competitor benchmark and analysis is to assess the competitor's product and service offerings.

Purpose

The purpose of the competitor benchmark and analysis is to close knowledge and practical expertise gaps in marketing planning, branding, and sales planning for clientele products and solutions.

Case Studies

The case study for the competitor benchmark and analysis will focus on marketing consultant companies that offer technology expertise beyond digital marketing posts on social media platforms.

Digital Assets

The digital assets for Blended Cultures, LLC include earned media and owned media but not paid media. Some content below is wholly adapted from the title The Regina Y. Favors Website Tentative Marketing Plan.

Paid Media

Paid media is defined as paying for advertising on a third-party channel. Blended Cultures, LLC does not utilize a paid media strategy utilizing one or more social media advertising programs to include Facebook, Google, LinkedIn, and related.

Earned Media

Earned media is defined as online users sharing content, spreading the brand word-of-mouth, and discussions of the brand online. Mentions may be negative or positive. Blended Cultures, LLC receives earned media from its followers to its Facebook page and profile and the group Taifro Promo Community. There is consistency in liking and/or sharing posts, especially when there is an event sponsored by the company.

Owned Media

Owned media is defined as assets or platforms that a company owns, uses, and/or controls. Blended Cultures, LLC currently owns the company's website (www.blendedculturesfl.com) and social media platforms that are branded Blended Cultures. There is consistent engagement between the website and the social media platforms.

Content Strategy

The content strategy for Blended Cultures, LLC consists of blog posts connected to a community event and call to action language for digital ad creation and deployment. If Blended Cultures, LLC adopts an "Academy" or "Learning Resources" tab, it will need to hire a freelancer and/or create content about marketing planning for online visitors. A collection of links to downloadable documents and videos might suffice until Blended Cultures, LLC can adopt an instructional design strategy.

Paid Media

Paid media is defined as paying for advertising on a third-party channel. Blended Cultures, LLC does not utilize a paid media strategy utilizing one or more social media advertising programs to include Facebook, Google, LinkedIn, and related for content strategy purposes.

Earned Media

Earned media is defined as online users sharing content, spreading the brand word-of-mouth, and discussions of the brand online. Mentions may be negative or positive. Blended Cultures, LLC receives earned media from its followers to its Facebook page and profile and the group Taifro Promo Community. There is consistency in liking and/or sharing posts, especially when there is an event sponsored by the company. A content strategy might consist of links to blog posts and/or learning resources under the proposed "Academy" tab.

Owned Media

Owned media is defined as assets or platforms that a company owns, uses, and/or controls. Blended Cultures, LLC currently owns the company's website (www.blendedculturesfl.com) and

social media platforms that are branded Blended Cultures. There is consistent engagement between the website and the social media platforms. Using a content strategy to support sustained engagement will require linking and backlinking between the main website and the social media platforms.

Measurement (SMART)

The acronym SMART is defined as the following. SMART is a goal-setting framework that helps individuals break down tasks into manageable parts and is used to measure success. The business goal of Blended Cultures, LLC would be to retain customers after an initial digital ad campaign solution, whether they fall under the digital marketing planning categories of new and emerging, developing, or developed small business owner packages. Here are the proposed SMART goals:

Specific

Blended Cultures, LLC will adopt a customer retention strategy for digital marketing customers.

Measurable

Blended Cultures, LLC will measure success using two types of surveys for customer satisfaction and customer retention.

Actionable

Blended Cultures, LLC will request that existing clientele complete the two surveys for customer satisfaction and customer retention and add an additional space to gauge follow-up renewal of digital marketing solutions.

Relevant

This business goal is relevant to all three small business owner packages for digital marketing, which include new and emerging, developing, and developed.

Time Bound

Blended Cultures, LLC will research, study, and implement a customer retention strategy through a two-year marketing plan.

Company A Branded Products

Company A branded products will be based on the existing clientele for the Blended Cultures Online Visitor Catalog. For copyright and trademark reasons, personal and professional information is not available. However, Blended Cultures, LLC will utilize the online vendor catalog as basis for contact information.

Digital Marketing Strategy Overview

This is the proposed digital marketing strategy for Blended Cultures, LLC based on the existing online vendor catalog and suggested digital marketing campaign small business owner packages.

Vision

The vision of Blended Cultures, LLC is to be the preferred marketing, promotions, and community events provider for local small businesses.

Mission

The mission of Blended Cultures, LLC is to provide digital marketing solutions to local small business owners.

Goal Hierarchy

This section explores elements of the goal hierarchy.

Critical Assets

The critical assets of Blended Cultures, LLC include the company's website, copyrighted blog content, digital ad creation and deployment expertise, and online vendor catalog to leverage commercially and professionally.

Business Objectives

The business objectives for Blended Cultures, LLC are based on a five-point mission:

- to expand reach
- to build online audience
- to inspire collaboration
- to motivate growth and development
- to inspire greatness

This five-point mission guides the development of marketing planning solutions.

Marketing Objectives

The marketing objectives for Blended Cultures, LLC include digital marketing creation and deployment and managing customer retention to help industry experts expand their online reach.

Key Performance Indicators

The key performance indicators (KPIs) for Blended Cultures, LLC are based on sponsored digital ads. Blended Cultures, LLC does not utilize sponsored advertising, i.e., pay per click, for its existing clientele. Blended Cultures, LLC sponsored ads program is in development. Although Blended Cultures, LLC cannot determine KPIs, they are defined as micro conversions, including the following: ad click throughs, downloads, social action, email newsletter, call back requests, time spent on site, and entering check out process.

SWOT

The SWOT is based on the existing digital marketing solutions of Blended Cultures, LLC and the corresponding website, www.blendedculturesfl.com.

The **strengths** of the company and the website are that both have an existing clientele and network. The Blended Cultures Online Vendor Catalog has a diverse industry and network of customers for digital marketing solutions. The company and the website receive consistent engagement on all social media platforms. There is the potential for customer retention.

The **weaknesses** of the company and the website are that they do not have a customer retention program. Blended Cultures, LLC only offers digital ad creation and deployment to social media platforms, but it does not offer a full marketing planning program to include exhibiting and facilitating marketing planning workshops. The small business owner may need additional marketing planning solutions. Blended Cultures, LLC also lacks certifications of its expertise.

The **opportunities** of the company and the website are to create multi-tiered digital ad campaign small business packages, facilitate marketing planning workshops, increase customer satisfaction and customer retention, develop a generated qualified leads policy (sales planning), and gain certification(s) in digital marketing. Opportunities also include creating an “Academy” or “Learning Resources” tab for the website. This will increase the company and website’s engagement and represent Blended Cultures, LLC as a digital marketing expert.

The **threats** of the company and the website center on the lack of digital marketing planning expertise. If Blended Cultures, LLC does not adopt a full digital marketing strategy where it may assume some or all the marketing planning strategies for its existing and new clientele, it may lose business to its competitors in the same local business area. Threats include perception of representation of the business as an expert in marketing planning and providing digital marketing solutions.

Social Media Marketing Plans

Blended Cultures, LLC social media marketing platforms are active, but there is no existing plan to ensure engagement other than posting, linking, and engaging with current online visitors.

Facebook

Blended Cultures, LLC has a Facebook page and profile titled Blended Cultures and a Facebook group named Taifro Promo Community. The existing members for the page, profile, and group exceed 1,000 members, followers, and/or subscribers. George Torres' personal Facebook profile exceeds 5,000 members, followers, and/or subscribers.

Instagram

Blended Cultures, LLC has an Instagram page for the company and the small business owner, George Torres. The existing members for the Instagram page exceed 500 members, followers, and/or subscribers. The membership for George Torres' personal Instagram page is under 700 members, followers, and/or subscribers.

LinkedIn

Blended Cultures, LLC has a LinkedIn page for the company. The existing members for the LinkedIn pages exceed 600 members, followers, and/or subscribers.

Twitter

Blended Cultures, LLC has a Twitter account for the company. The existing members for the Twitter account exceed 200 members, followers, and/or subscribers.

YouTube

Blended Cultures, LLC has a YouTube channel, but it is inactive. Membership, subscriptions, and/or followers are under 10.

Pinterest

Blended Cultures, LLC does not have a Pinterest account for the company. It is unclear if the company will adopt this strategy.

Amazon.com

Blended Cultures, LLC does not have an Amazon.com account for commercialization in the name of the company. It is unclear if the company will adopt this strategy unless the company adopts a retail and merchandising strategy.

Medium.com

Blended Cultures, LLC does not have a Medium.com account for commercialization in the name of the company. It is unclear if the company will adopt this strategy. Freelance articles in the name of the company would be ideal for Medium.com. This content strategy will coordinate with articles on the website and on LinkedIn and will link from the Facebook social media platforms.

TikTok

Blended Cultures, LLC has a TikTok account with under 200 members.

eCommerce/Online Store

Blended Cultures, LLC does not offer an eCommerce and/or online store. It does not have physical products. However, an online store might be useful to get customers to purchase digital marketing and marketing planning solutions, including the small business owner packages and the marketing planning workshops.

The current membership, subscription, and follower counts all provide insight into the feasibility of a marketing plan, digital marketing program, and customer retention program.

Event Planning Overview

A comprehensive event plan must consider the following:

- Determine goals and objectives.
- Establish a feasible and realistic budget.
- Build the appropriate team to manage areas of responsibility.
- Align marketing goals with the event theme.
- Create an appropriate marketing and promotions plan.
- Utilize appropriate tools.
- Measure success.

The information above and the information that follows are both wholly adapted from the title Regina Y. Favors Website Tentative Marketing Plan. It is tailored for this marketing plan case study.

Existing Marketing Goals

These ideas are explored using the existing marketing objectives, which include the following:

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

These marketing goals are standard for marketing planning and online marketing. Blended Cultures, LLC may adopt different marketing goals for its company, solutions, and future products. In addition, Blended Cultures, LLC does not have any immediate plans for attending, exhibiting, and/or participating in an event. The following information is suggestive and subject to change.

Event Primary Goal

The primary goal for Blended Cultures, LLC attendance and/or participation is to do the following:

- Build brand awareness for the Blended Cultures, LLC website and digital marketing programs and marketing planning workshops.
- Introduce the Blended Cultures, LLC website using the logo and website address on marketing and promotional materials.
- Create the targeted online consumer base by linking the logo and promotional materials to the social media platforms for the Blended Cultures, LLC business solutions.
- Refer, improve, and revise the buyer's persona based on attendance at events and reception of Blended Cultures, LLC small business solutions.
- Send emails encouraging testimonials regarding experience at a Blended Cultures, LLC vendor and/or exhibitor booth.
- Assess returning customers who have purchased digital marketing solutions and gauge their attitudes towards the Blended Cultures, LLC website, digital marketing solutions, and marketing planning workshops.

The ultimate purpose of attending a small business event and/or marketing conference is to build brand awareness. Part of the marketing plan might include giving away small business solutions to generate qualified leads. The following three stages must be set:

Thematic Fit

The thematic fit for the Blended Cultures, LLC website and social media platforms must support the theme of the small business and/or marketing conference.

Areas of Responsibility

The small business solutions and digital marketing campaign product packages are under the direction of George Torres, CEO, Blended Cultures, LLC. Therefore, all development of products and management of event attendance will fall under that one responsibility until the budget permits. However, financial planning is in progress for future positions that will include the following titles, which is adapted from Regina Y. Favors Website Tentative Marketing Plan:

- **Project Manager:** The Project Manager is responsible for managing the budget, driving strategy, and making purchasing decisions.
- **Scheduler:** The Scheduler coordinates meetings and works with speakers.
- **Creative Designer:** The Creative Designer is responsible for developing printed and web materials.
- The **Marketing and Communications** person issues invitations to the event, establishes a timing strategy to boost registration, oversees branding, coordinates social media, and assesses measurables.

The most important aspect of assigning areas of responsibility is to ensure that each member of the team can perform the task based on expertise. This means orientation and training will be necessary to ensure workers, freelance or intern/volunteer, are able to carry out the tenets of the Blended Cultures, LLC brand.

Creating an event policy manual will be necessary. Creating an independent contractor policy will be necessary. Creating non-disclosure documents will be necessary. Any related non-employee/contractor documents will also be necessary.

Budget Guidelines

Until there are sales of Blended Cultures, LLC digital marketing planning, marketing planning, and marketing planning workshops, whether through online advertising, social media marketing, or purchasing of radio and airtime, the budget will primarily consist of employment funds, i.e.,

dollars from employment used to establish the budget for the Blended Cultures, LLC website and future products.

Event Branding

Blended Cultures, LLC branded small business solutions and the website will undergo event branding preparation to ensure that décor, email, signage, and marketing tools are coordinated and cohesive, and the marketing and promotions message is clear. Event branding marketing tools will consist of advertisement, video marketing, social media ads, email marketing, and public relations.

Event Planning Contracts

Maintaining event planning contracts will be necessary. There is a contract that the Blended Cultures, LLC website must sign to attend and participate in an event. Then there is the contract that George Torres must create for independent contractors and student interns and/or volunteers.

To ensure legal support and protection and to mitigate risk, contracting with a freelance attorney will be necessary to create these contracts. To save money, there are boilerplate independent contractor agreements online as well as non-disclosure agreements to use for freelancers and students.

The event contract will serve as the primary guide for how to manage the marketing and promotions of Blended Cultures, LLC at events and contract negotiations.

Technology Tools

Tech tools are an important addition to event planning. Managing the team as well as the marketing and promotions of Blended Cultures, LLC and small business solutions will require coordination, through an app. This will help to build and manage schedules, build a custom agenda, interact with online consumers and customers who buy, and foster an engaged environment while at the event and online.

Measuring Success

Measuring success will be defined by the marketing and promotions objectives, the appropriate date set for the event, the marketing plan, the invitations, event attendance, and post-event debriefing. Continued development of online articles and marketing is significant for ensuring that online consumers convert to customers who buy into Blended Cultures, LLC.

Case Study: Sample Event, Marketing Conference A

Blended Cultures, LLC will adopt plans to attend a marketing conference in two years.

Determining whether the conference will be solely for small businesses in need of marketing is a consideration. The alternative would be a small business conference, such as the Small Business Expo, Miami, FL. Exhibition at an SBEX conference for the Miami, FL show is priced approximately at \$3,495 (2024), but exhibition rates are subject to change for future shows.

Here is a quick outline of suggested pricing:

- Small Business Expo Exhibitor Booth: \$3,895
- Marketing Materials: \$2,000
- Travel/Hotel: \$1,500
- Food: \$100

These are suggested rates based on an individual trip without support. Add \$2,700 to conduct a workshop.

About Company A

Company A falls under the list of Blended Cultures Online Vendor Catalog membership. The vision, mission, purpose, and disclaimers for their respective companies cannot be disclosed here.

About Digital Ad Campaign Services Provider A (Proposed Language)

Blended Cultures, LLC is a digital services company provider.

The vision of Blended Cultures, LLC is to be the preferred marketing, promotions, and community events provider for local small businesses.

The mission of Blended Cultures, LLC is to provide digital marketing solutions to local small business owners.

The purpose of Blended Cultures, LLC is to help customers expand their online reach.

About Blended Cultures, LLC (Website)

Reference to Blended Cultures, LLC is for research and marketing planning purposes only. Presentation of information is subject to fair use. Information is summarized or rewritten. Copyright © 2022-2024 Blended Cultures, LLC, George Torres. All Rights Reserved.

What is Blended Cultures, LLC?

Blended Cultures, LLC is a Marketing, Promotion, and Community Events & Entertainment company. Based in Southwest Florida, Blended Cultures, LLC utilizes marketing strategies to help local businesses expand their reach, build their audience, and find success in gaining greater online exposure. As a professional marketing agency, Blended Cultures, LLC helps clients and the community design effective marketing strategies to market their brand.

What Blended Cultures, LLC Does

Blended Cultures, LLC is a platform that uses different channels to broadcast what a person is doing. Blended Cultures, LLC represents the blending of different industry cultures to help clients magnify and expand their reach. Blended Cultures, LLC partners with additional platforms to help clients broadcast their message.

Why Choose Blended Cultures, LLC

Once Blended Cultures, LLC receives a client's marketing materials, marketing and communicating the customer's brand appropriately becomes Blended Cultures' assignment. It must succeed and meet expectations. Marketing a client's brand is now their responsibility. Blended Cultures, however, does not guarantee sales.

Our Mission

The Blended Cultures, LLC symbolic mission is to create a quality preview to your quality movie using our marketing strategies, network, and referral strategies. The growth of the small business is dear to us, and it is our purpose to contribute marketing skills, strategies, and expertise.

About the Author/Writer/Document Preparer

Regina Y. Favors, small business owner of the Regina Y. Favors Limited Liability Company (TX) and its subsidiary company, Favors Marketing Solutions, researched and prepared this sample marketing plan for Blended Cultures, LLC. The limited liability company status is in progress for Favors Marketing Solutions.

Neither Blended Cultures, LLC, nor George Torres, CEO, requested this case study.

Instead, it serves as a sample document used as a portfolio item of Favors Marketing Solutions. It supports the other portfolio items created by Regina Y. Favors and Favors Marketing Solutions.

This Favors Sample Marketing Plans: Marketing Plan Case Study for Blended Cultures, LLC title supports the Favors Marketing Lessons 101 serials.

Links

Website: www.reginayfavors.com

Business: www.favorsmarketingsolutions.com

Email: reginayfavors@yahoo.com

Appendix: Blended Cultures, LLC Proposals/Contracts (Case Study)

Blended Cultures, LLC provides two types of event proposals. They are hyperlinked below because they cannot be included here for copyright and trademark reasons.

You can find the proposals under the “Spring Fest of SWFL” tab [here](#).

[Become a Vendor Proposal](#)

[Become a Sponsor Proposal](#)

These are sample proposals based on a local community event. They are subject to change.

The full title Favors Sample Marketing Plans: Marketing Plan Case Study for Blended Cultures, LLC has additional end matter. The book is available on [Amazon.com/author/reginayfavors](https://www.amazon.com/author/reginayfavors).