



DESIGN

Marketing Plan Example

Our Objective

To delight and attract businesses with the promise of excellent and unbeatable agency services.

Authors of Document

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Mission Statement

Mei Design is a New England based marketing and design agency. An award winning agency that consistently delivers results by empowering organizations to effectively and creatively communicate across multiple channels.

Our Leaders



Denise Mei is the Creative Director of Mei Design. She started the agency in 2000. 20+ years of experience in Editorial and Marketing for some of the worlds leading brands.



Scott Clark is the Art Director of Mei Design. He joined the agency in 2020. Scott has 20+ years of experience in web development and experiential design.

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:



Chef/Owner Charlotte

Charlotte is a restaurant owner aged in her early 30s. She's unmarried but is committed to her business. She worries about keeping her restaurant sustained and is skeptical about off-premise dining habits.



Dean Daniel

Daniel is the head of advancement for his school. He wants to keep enrollment numbers high and donation numbers higher. He's in his 50s, married, and is proud to work at his school.

Competitive Analysis

Within our target markets, we expect to compete with the following companies:

Nation's Marketing Agency

How we compete	Nation's offers the same services as we do, but with the resources, size, and affordability of a nationwide agency.
How we can win	We live and breathe Design. We can offer more personalized services to our target audience.

New England Marketing Brothers

How we compete	NEMB's services are identical to ours, with the exception of video. They also appeal to our audience.
How we can win	We offer video services which CMB does not.

SWOT Analysis

As a marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for this year.

Strengths	Weaknesses
<ul style="list-style-type: none">• Talent. MD has 10 full-time employees dedicated to serving its clients.• Customer base. Our agency serves some of the world's largest, most influential orgs	<ul style="list-style-type: none">• Lack of specialization. At our core, our services are identical to other agencies'.• Low profit margins. Due to competition, we need to keep our prices low.
Opportunities	Threats
<ul style="list-style-type: none">• Demand for digital. There is a growing demand for digital marketing services in MD.• Growing population. As MD's population grows, so does the amount of businesses.	<ul style="list-style-type: none">• Competition. There are at least 12 other major area agencies, plus nationwide ones.• Slow business growth. Orgs are still struggling to recover from the economic downturn.

Market Strategy

Product

Mei Design is a full digital marketing agency, offering expert support and services in all of the following areas:

- Content Marketing.
- SEO.
- Paid Marketing Campaigns.
- Video Production.
- Graphic Design.
- Website Development.
- General Marketing Strategy.

Our services provide a range of options for businesses and organizations of all size and experience. We're happy to work with for-profit and nonprofit, private and public, large and small businesses alike.

Price

Our price range varies by business type, size, and need. We craft specific packages based on the impact our work will have on our clients’ bottom lines, the amount of output our team will produce, and the administrative and research billable hours our team will undertake. Packages start at \$3,000 minimum but can go as high as six figures for ongoing, high-impact projects.

Promotion

We promote our services in the following ways:

- Organic channels, such as our website and our blog.
- Paid campaigns on social media and search engines for targeted business owners.
- Webinars – our newest investment to speak to prospects, customers, and new contacts alike.
- Communal integration and working with local institutions for volunteering and sponsorship opportunities.

This strategy combines paid, personal, and organic opportunities to reach new customers and engage existing ones.

Process

Due to our sprint approach, our process will look different for all customers. Clients will receive any and all services they are interested in, and we will work with them on a timeline that best suits their needs and budget.

Budget

Over the course of this year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expenses	Estimated Price
Marketing Software	\$10,000
Event Sponsorships	\$5,000
Paid Social	\$12,000
Total	\$27,000

Marketing Channels

Over the course of the year, we will launch (or ramp up) our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Webinars

Purpose of channel	Brand awareness, customer acquisition, and client engagement.
Metrics to measure success	Webinar signups, signup-to-attendance rate, attendee-to-Quantification Level rate.

Instagram

Purpose of channel	Employee branding, company brand awareness, visual engagement.
Metrics to measure success	Followers, likes.

To learn more or if you have questions please reach out to Denise Mei at DMei@MeiDesign.com. To see a portfolio of work visit www.MeiDesign.com