

Marketing Plan

2022 Quarter 1 – Quarter 4

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Brand



Quarter 1

- Perform comparative analysis of current brand against top five competitor brands

Quarter 2

- Use analysis to establish refreshed brand name, tagline, logo, images and messages

Quarter 3

- Debut refreshed brand on website, online listing sites and other digital platforms

Quarter 4

- Ensure consistency of refreshed brand among print, promotional and other tangible assets

Email

Quarter 1

- Identify and collect current email data housed in company systems and databases

Quarter 2

- Determine audiences, messages and frequency for targeted marketing emails

Quarter 3

- Develop automation structure, cadence and messages for service related emails

Quarter 4

- Implement targeted marketing email and service related email strategies

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Social

Quarter 1

- Refresh website blog content and post new information at least once per week

Quarter 2

- Experiment with posting days and times while creating new posts at least twice per week

Quarter 3

- Update pages and profiles with refreshed brand and accurate contact information

Quarter 4

- Test boosted and promoted posts for page content and profile follows

System

Quarter 1

- Assess and recommend system and strategy changes for handling phone inquiries

Quarter 2

- Work with developers on user experience portal design and navigation and write content

Quarter 3

- Adopt new system and strategy changes for managing phone and website inquiries

Quarter 4

- Design training and support materials to enhance staff and customer usage of systems

Website

Quarter 1

- Create refreshed infrastructure plan for site design, navigation and content

Quarter 2

- Write refreshed content and work with developers on refreshed design and navigation

Quarter 3

- Launch site with refreshed design, navigation, content and brand upgrades

Quarter 4

- Utilize tracking and analytics to monitor and improve site performance and engagement

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Questions & Answers

Thank You

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