

Success by Design

Annual Strategic Marketing Plan

to

MONTH & YEAR

MONTH & YEAR

Marketing Overview Mission and Values

Mission

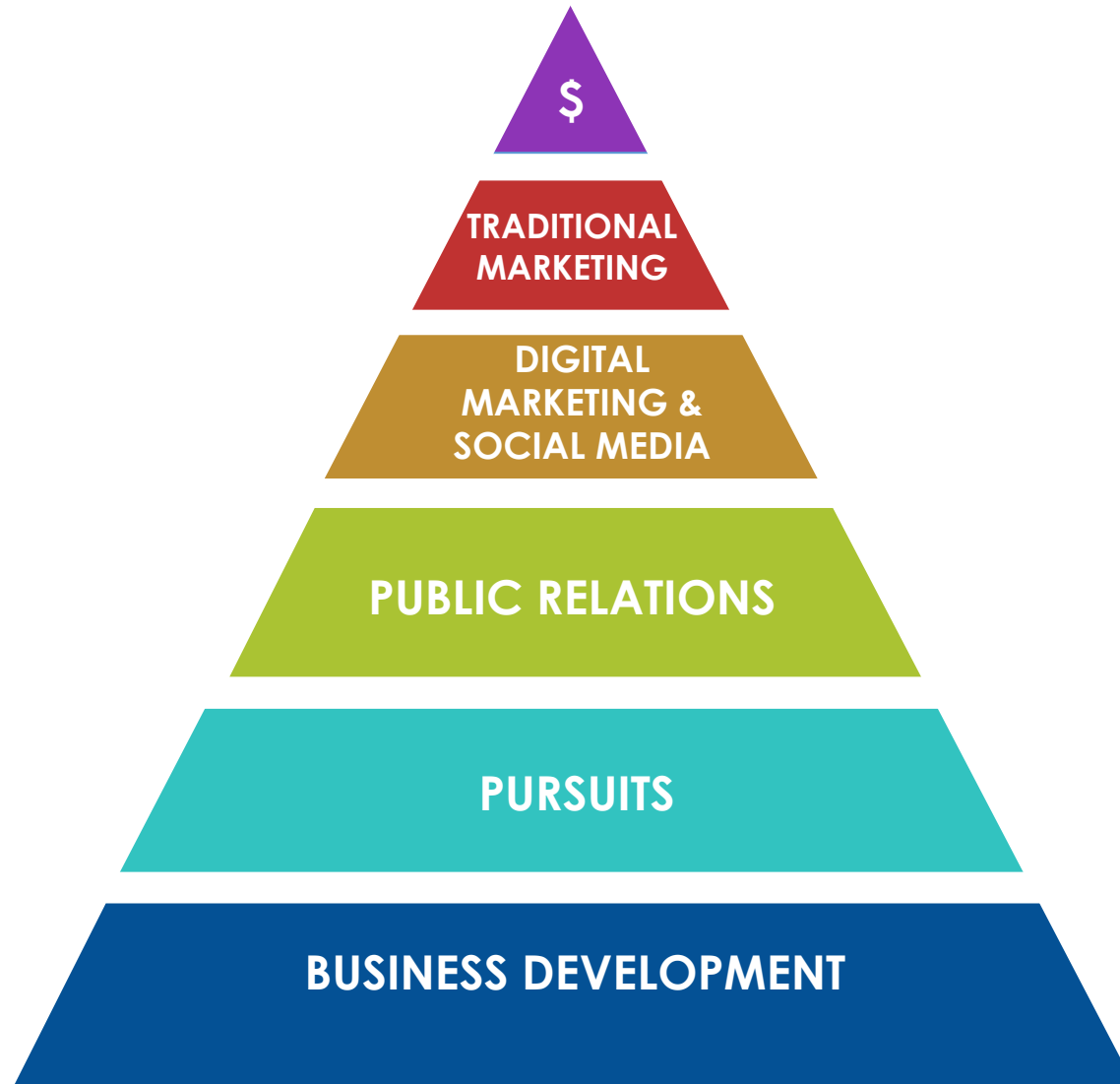
State your mission in one sentence.

Values

State your values.

Marketing Overview

The Professional Services Marketing Pyramid

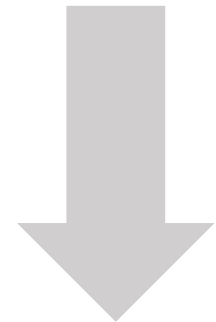
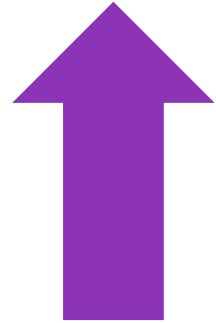


Relationships and reputation are the foundation of your marketing program

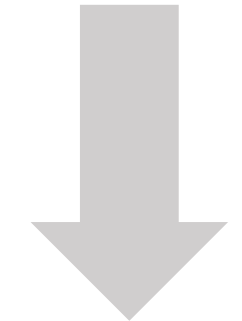
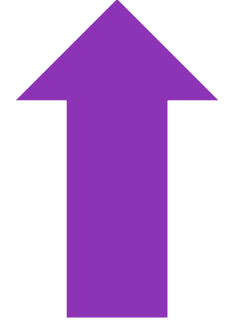
When building your marketing program, you have to focus on those activities that are closest to generating income and then work on building the rest of your marketing program.

Marketing Overview

SWOT Analysis



Strengths	Opportunities
<p>Strengths are focused internally within the organization. Goal is to increase the amount of strengths your firm has.</p>	<p>Opportunities are focused externally within the market your firm serves. Work to increase the amount of opportunities.</p>
Weaknesses	Threats
<p>Every organization has their internal weaknesses. List them here. The goal is to decrease the amount of weaknesses your firm has.</p>	<p>Threats are focused on those externally within the market. Work to decrease the amount of threats.</p>



Marketing Overview

Team & Time Allocated to Marketing

Name of Team Member	Total Time Allocated to Marketing (%)

New Business Goals



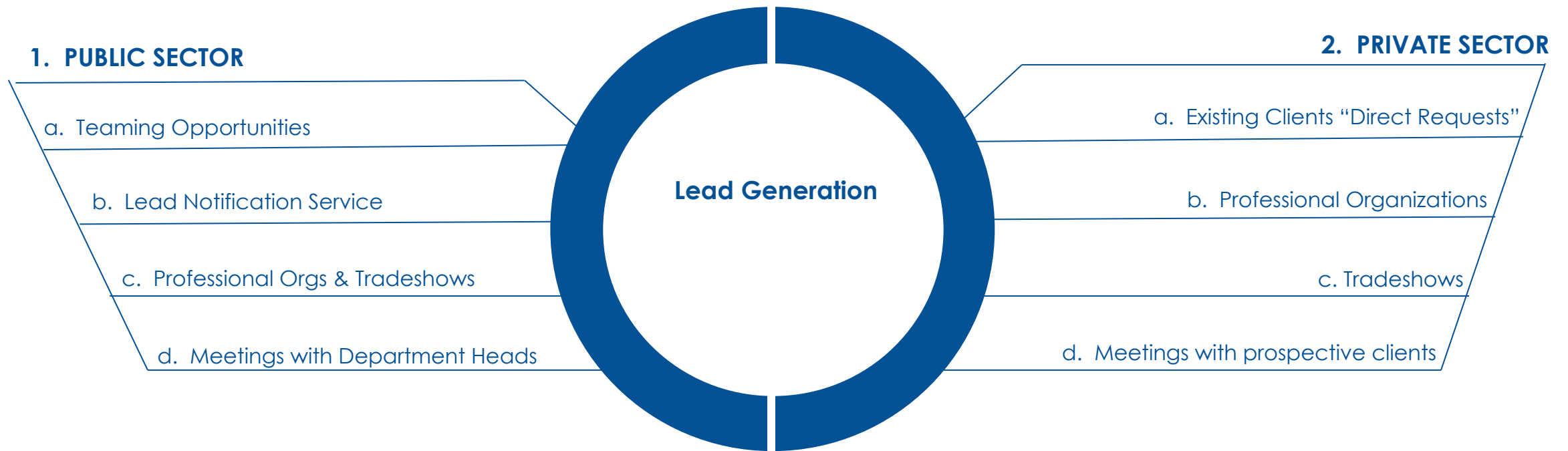
Anticipated Market Growth (%) _____

Last Year Revenue _____ x Market Growth (%) _____

= Revenue Goal for this Year _____

Business Development

Pursuing Qualified Opportunities



Business Development

Pursuing Qualified Public Sector Opportunities (1)

No.	Item	Goal	Measurement of Success	Deadline	Budget	Responsible
a.						
b.						
c.	Professional Orgs and Tradeshow	See "Public Relations Section."				
d.						



Business Development

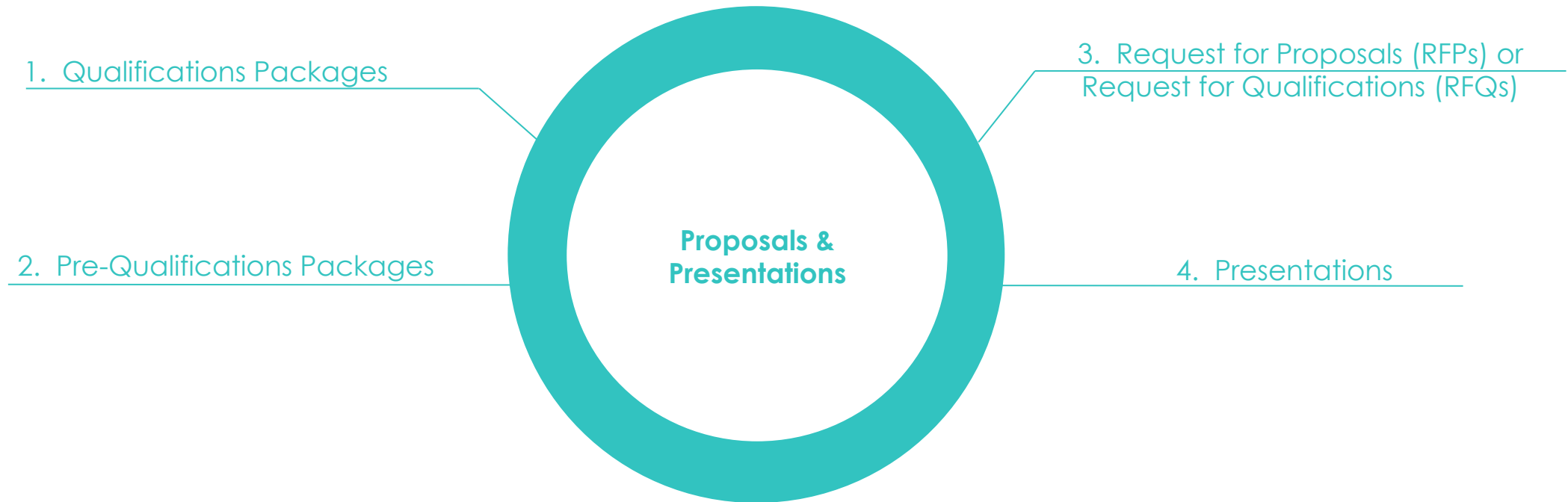
Pursuing Qualified Private Sector Opportunities (2)

No.	Item	Goal	Measurement of Success	Deadline	Budget	Responsible
a.						
b.						
c.	Professional Orgs and Tradeshows	See "Public Relations Section."				
d.						



Proposals & Presentations

Pursuing Qualified Proposals



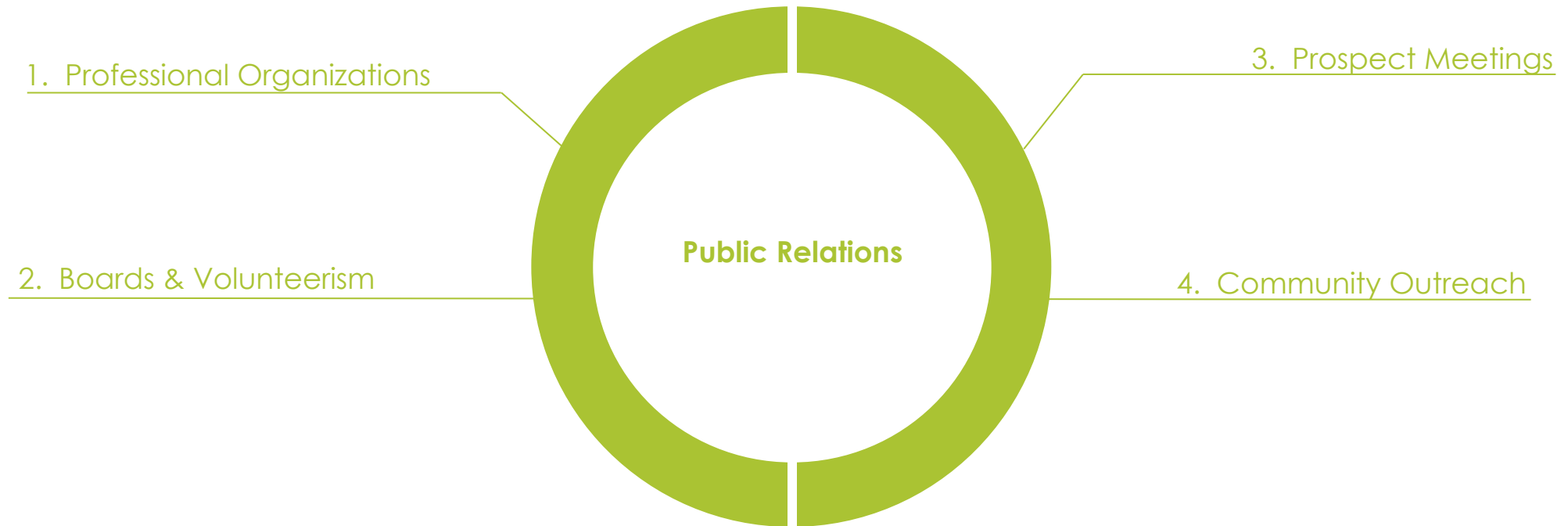
Proposals & Presentations

No.	Item	Goal	Measurement of Success	Deadline	Budget	Responsible
1	Qualification Packages					
2	Pre-Qualification Packages					
3	RFQs and RFPs Submitted					
4	Presentations					



Public Relations

Generate Goodwill and “Qualifying Clients”



Public Relations

1 Targeted **Private** Market Sectors / Organizations / Firms Contacted in 2015

Strategic Partners	Market Sector A	Market Sector B	Market Sector C	Market Sector D	Market Sector E	Market Sector F
Relevant Organizations (List the Organizations)						
Partner Type 1						
Partner Type 2						
Partner Type 3						
Partner Type 4						
Partner Type 5						
TOTAL						



Public Relations

1 Targeted **Public** Market Sectors / Organizations / Firms Contacted in 2015

Strategic Partners	Public Sector 1	Public Sector 2	Public Sector 3	Public Sector 4	Public Sector 5	Public Sector 6
Relevant Organizations						
Partner 1						
Partner 2						
Partner 3						
Partner 4						
Partner 5						
TOTAL						



Public Relations

1 & 2 Professional Organization Participation Goals

No.	Organization	Targeted Market Sectors	Attendees	Goal for Attendance	Budget	Participants



Public Relations

1 & 2 Professional Organization Participation Goals

No.	Organization	Targeted Market Sectors	Attendees	Goal for Attendance	Budget	Participants



Public Relations

1 & 2 Professional Organization Participation Goals

Additional Organizations

Public Relations

3 Prospect Meetings

Prospect Type	Goal	Measurement of Success	Deadline	Budget	Responsible
Site Developers	Maintain TOM Awareness	4 Meetings a Month / 48 Meetings a Year	March 2017	\$50 a Meal	Duane, Chaz, Dave, Heather, Lucas, Alan, Rob
Commercial Developers					
Builders					
Architects					



Public Relations

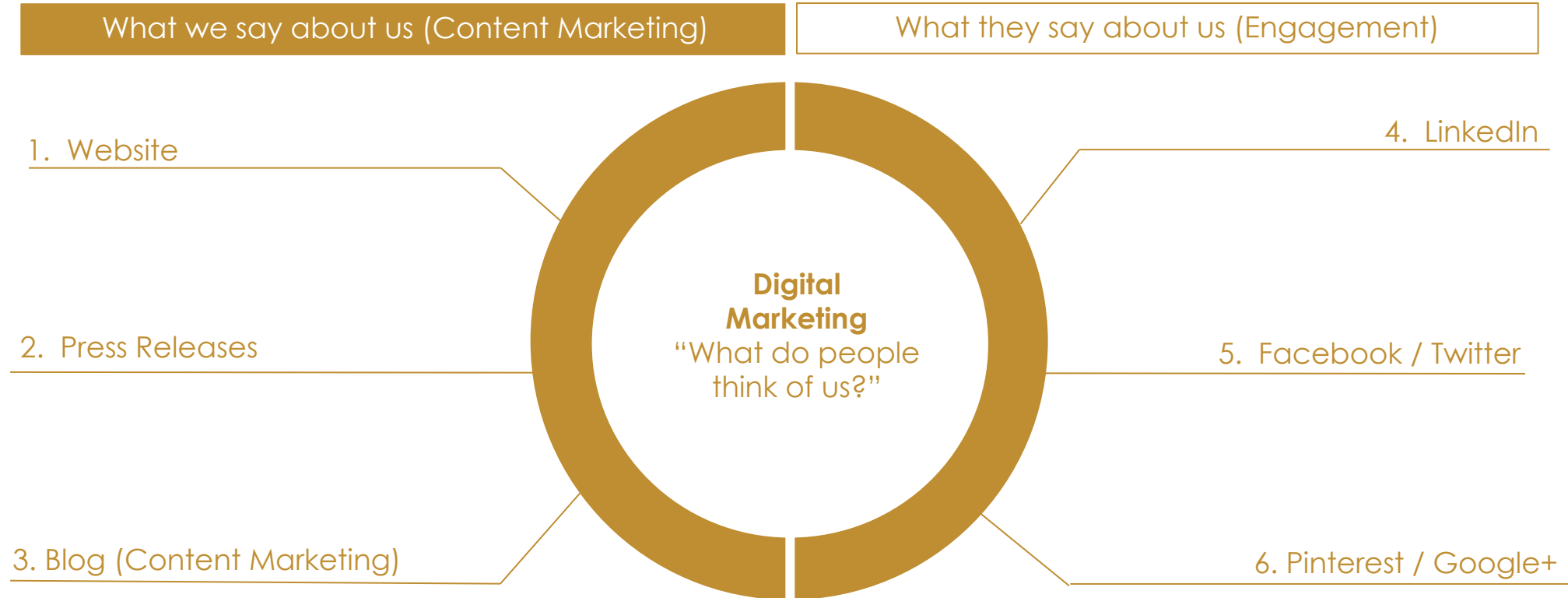
4 Community Outreach Goals



1. Target Non-Profit Org
2. Create Event
3. Promote Event
4. Complete Event by _____

Digital Marketing

“Increased Awareness & Engagement”



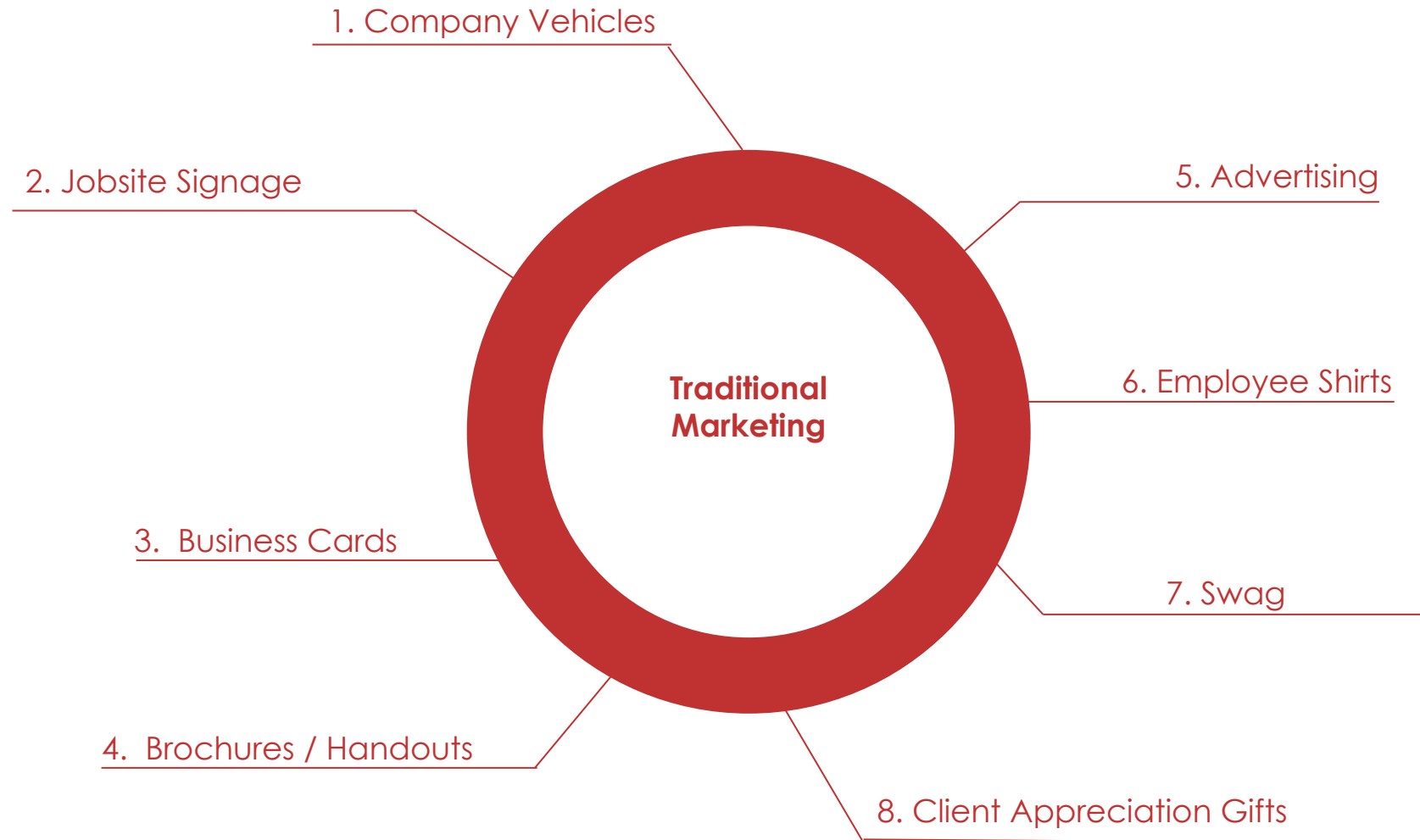
Digital Marketing Goals

No.	Item	Goal	Measurement of Success	Deadline	Budget	Responsible
1	Website					
2	Press Releases					
3	Website Blog					
4	LinkedIn					
5	Facebook					
	Twitter					
6	Pinterest					
	Google+					



Traditional Marketing

“Awareness”



Traditional Marketing Goals

No.	Item	Goal	Measurement of Success	Deadline	Budget	Responsible
1	Company vehicles					
2	Jobsite Signage					
3	Business Cards					
4	Marketing Collateral (Project Sheets) Marketing Collateral (Resumes)					



Traditional Marketing Goals

No.	Item	Goal	Measurement of Success	Deadline	Budget	Responsible
5	Advertising					
6	Employee Shirts					
7	Swag					
8	Client Appreciation					

