

Marketing Plan – Putting Marketing in Action

Company Name: Ink Printing
Address: 123 Sunday Drive
City/State/Zip: Boston, MA

My Name: Jaclyn
Website: inkPrint.com
Updated last: 12-12-YEAR

What does my company do? : Provide Marketing and Print services

My Email: JSmith@inkPrinting.com
Today's Date: 12/12
My Marketing Budget: \$3,000

Target Market: Local Businesses that need a form of Marketing to promote their own sales

The 4 P's of Marketing

Product or Service:

Marketing and Print services

Price:

Placement:

Materials printed internally
20% of Materials bulked internally
80% at nearby warehouse
Hosted website will host electronic content

Promotion:

Direct Mail, Website, Conferences, Magazines, Online Banner Ads

Goals and Objectives:

Bring in 2 new local businesses every month

Value/Propositions:

Be able to bring in more customers, track results, promote effectively

How are they aligned to the business need of the prospect?:

If the customer is able to track the results of their campaigns they'll be able to determine which medias bring in the best leads. With these leads they can grab a prospects information, and follow up on them while targeting their own personal interests, making the campaign even more effective. All this should result in bringing in more customers.

My Competitors:

My Company Strengths:

Great customer service, Local, Quick turnaround time

My company weaknesses:

Everyone thinks of us as just a printer

My YEAR Marketing Execution Plan:

- Send out an ENewsletter to my current customers on the 1st of every month
- Send out a promotional direct mailer 4 times a year (Jan., April, July, Oct.)
- Run Holiday promotions (July and Dec)
- Reach out to various print magazines

Jan	1_____	2_____	3_____	Jul	1_____	2_____	3_____
Feb	1_____	2_____	3_____	Aug	1_____	2_____	3_____
Mar	1_____	2_____	3_____	Sep	1_____	2_____	3_____
Apr	1_____	2_____	3_____	Oct	1_____	2_____	3_____
May	1_____	2_____	3_____	Nov	1_____	2_____	3_____
Jun	1_____	2_____	3_____	Dec	1_____	2_____	3_____

Future Plans to Keep In Mind:

- Make a YouTube video that promotes our companies services
- Appear at a trade show