[Company Name] Marketing Plan (2023)

## Who are you targeting?

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| --- |
| Single-family homeowners who live in [my city/county] and want to remodel their kitchens and baths. My customers tend to be in the middle-age range bracket, have a strong appreciation of quality design, and do a lot of research online before making big decisions. |

## What are your objectives?

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| --- |
| I want to increase my revenue to $600,000 in the next 12 months by completing two projects per month at a value of $50,000 per project. |
| *[add another objective here]* |

## How will you achieve the objectives?

|  |  |  |
| --- | --- | --- |
| **Tactic:** | **Cost:** | **Helps with:** |
| Online Ads on Houzz, Pinterest and GoogleAds | $24,000 | Increase visibility in the market, Market directly to homeowners to drive traffic to my website |
| Write 52 social media posts | $0 | Increased visibility online, Increase Credibility, Educate potential customers, Drive traffic to my website, Drive calls |
| Newspaper Advertising | $12,000 | Increase visibility in our local area, Market directly to homeowners, Special offer to drive calls |
| Direct Mail | $12,000 | Market directly to local homeowners with special offers to drive calls |
| *[add another tactic here]* | *[add cost]* | *[explain]* |

## When will you do everything?

|  |  |  |  |
| --- | --- | --- | --- |
| **Q1** | **Q2** | **Q3** | **Q4** |
| Weekly Ads: Houzz, Pinterest, GoogleAds | Weekly Ads: Houzz, Pinterest, GoogleAds | Weekly Ads: Houzz, Pinterest, GoogleAds | Weekly Ads: Houzz, Pinterest, GoogleAds |
| Write 1 social media post per week | Write 1 social media post per week | Write 1 social media post per week | Write 1 social media post per week |
| Weekly Newspaper Ad for Bath Remodel | Weekly Newspaper Ad for Kitchen Remodel | Weekly Newspaper Ad for Bath Remodel | Weekly Newspaper Ad for Kitchen Remodel |
| Monthly Postcards (3) for Bath Remodel Deal | Monthly Postcards (3) for Kitchen Remodel Deal | Monthly Postcards (3) for Bath Remodel Deal | Monthly Postcard (3) for Kitchen Remodel Deal |
| *[add here]* | *[add here]* | *[add here]* | *[add here]* |