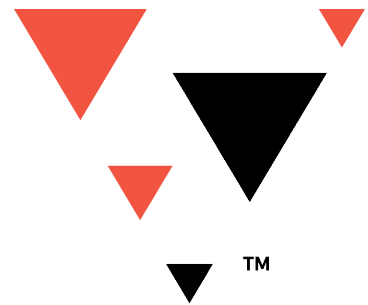


Internet Marketing Plan

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About Volacci

This Internet marketing plan has been created by Kylon Gustin at Volacci Corp. Kylon has 28 years of entrepreneurial experience, over 12 in the business planning and marketing strategy industry. Volacci is an Internet marketing company that exists to revolutionize the way that marketing is done on the Internet.

About This Marketing Plan

We created this document for your benefit because there was nothing online that came close to this level of detail and assistance. We don't presume to indicate that any one item in this document is unique or complete. What we have done is to determine what is important to someone responsible for the marketing of their website and how to properly convey that information.

Need More Help?

What's missing from this document? We have another version, our Guided Version, that provides an explanation for each section that will guide you through the process of documenting your Internet marketing plan step-by-step. There are additional benefits that accompany this Guided Version, which you can read about at:

We have created a one-day workshop led by our Internet marketing experts to walk you through the process, step-by-step, of writing your Internet marketing plan. Plus you will learn about the latest developments in Internet marketing.

Each one-day workshop is provided for a limited number of Marketing Directors from non-competing businesses. This collaborative environment provides an opportunity to share experiences that helps avoid pitfalls and leverages knowledge.

When attending the one-day workshop, you are freed from all your usual distractions, have immediate answers to questions, and are assisted when you run into roadblocks. At the end of the day you will walk out with a completed, ready-to-execute plan.

To learn more visit our website and schedule a workshop date.

www.Volacci.com/Resources/Internet-Marketing-Plan



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Executive Summary

This Internet marketing plan is designed to address only the strategy and tactics that will increase the value of the website for our company. Any type of promotion or resource utilization for non-website related marketing initiatives are not addressed.

A comprehensive strategy has been developed to attract more visitors to our website through paid and natural methods and to increase the number of qualified leads for our sales team. The resource requirements for personnel and budget is outlined to achieve our objectives. A high-level plan for the redesign of the website has also been included.

Website Objectives

ExampleSite.com has been designed to attract prospective buyers of our service and to professionally portray OurCompany as a leader in our industry. The ultimate goal of the site is to generate qualified leads for our sales team.

Image

The target market for OurCompany is the educated professional that is well-established in their career. Therefore, our website must reflect a professional, modern business with whom it is easy to interact and one that provides high-touch and high-value services.

Value

The continuous addition of industry-related and timely blogs, white-papers, and videos provides lasting value that attracts new visitors and compels them to visit the site often. Every aspect of our website and free download-able resources has been designed with our target market in mind - with the objective to be perceived as an expert in our industry and one that understands their needs.

Business Model

The primary purpose of ExampleSite.com is to serve as a lead generating tool. We have numerous resources that are designed to move the prospect through our lead funnel - this is discussed in more detail in the Marketing Strategy / Lead Nurturing section of this document. Our sales process is considered moderately complex and requires the skilled efforts of our sales team to transition someone from a lead to a client. Visitors to our site start out only as potential prospects. As they glean value from our website, some evolve from prospects to leads.

The Market

Market Description

The “ideal customers” for OurCompany are businesses that sell a high-dollar product or service, are primarily interested in generating leads for their sales team, are well funded, and are heavily invested in their website. They understand that our service is a key factor to their success and our fees are an inconsequential portion of their overall expenses.

The ExamplePosition within our ideal customers’ business is the decision maker that we target. This person has budget authority for their department, is serious about and well-established in their career, is educated, and not necessarily technically savvy but is comfortable with the use of technology in their daily lives. They are constantly under pressure to demonstrate their value to their CEO.

Internet Usage

One of the first things a ExamplePosition will do when researching our industry is to search for our keywords online. We cannot discount the value of word-of-mouth and referrals but it is imperative that we maintain a strong online presence. Our prospects will search, download research papers, and heavily utilize the Internet to shape their decision process.

Alternatives

OurCompany is charting new territory by providing a complete online experience for those seeking our services. Prospects have traditionally sought out local industry professionals to consult and create a custom service based on the prospect’s unique goals and needs. This requires that we demonstrate the value of switching to an online service and immediately address any fears and concerns that could inhibit the adoption of our service.

Decision Process

Prospects considering our services will typically take one to two months to sign an agreement. They will research online to identify appropriate solutions, even if first contacted by our company through out-bound marketing initiatives. If they have unique technical requirements they might narrow their vetting process to those providers that specialize in that technical market. The value that our website provides to these prospects is the description of services provided, the availability of resources (case studies, white-papers, and webinars), and the credibility and experience portrayed. The sales team will communicate with the qualified prospects to identify the available marketing budget, authority required to make a purchase decision, importance or need for our services, and sense of urgency to get started. A process of proposal creation and negotiations ensues resulting in a signed agreement.

End of Preview