

Internet Marketing Plan

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Instructions for Use



Throughout the plan there are three elements to help you document the marketing plan. They are highlighted in grey.

- Question – this will quickly indicate what is expected of you and if this section is relevant for your strategy
- Details – this elaborates on the question and provides information that will guide your thinking and focus your effort. It is common for many in the planning process to offer too much detail, which causes confusion.
- Example – this will further assist by demonstrating what is meant by the detail. It is not meant to be used in place of your own plan – it should be specific to your industry, business model, and strategic objectives.

After you have written your plan you can remove this guided text and the un-used sub-sections.

It may be best to wait until you have completed your plan to remove this text – this will allow you to review what you have written and ensure that it has a proper flow and properly addresses each topic.



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?

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



Internet Marketing Plan

Guided Version



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Executive Summary

The executive summary is best written after you have written the entire marketing plan.

Considering the fact that the readers of this document will already be familiar with your business, there is no need to describe your business as you would for an out-sider.

Describe the purpose of this Internet marketing plan – set the stage and expectation for the readers of this document.

Example Text Below – Replace with your plan

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

What marketing results are you trying to achieve with your website?

Describe the general purpose of your website from a marketing perspective. Note that there are sub-headers that will prompt you for specifics regarding your website objectives, so don't get too detailed here.

Example Text Below – Replace with your plan

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

How do you want visitors to perceive your organization?

Your website is your face to the world – be sure it properly portrays your desired perception. All you need concern yourself with in this section is the objective you have for your image, not the specifics of how you plan to convey that objective. (A website redesign, if necessary, will be addressed at the end of this document.)

Example Text Below – Replace with your plan

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

What is the value of the website to visitors?

There must be some qualities on your website that attracts new visitors and compels them to stay or return. This can be industry specific or timely content (blogs, videos, etc.), information that educates the visitor in some way that is unique to your site, or a unique experience (social networking, video sharing, etc.). For this section, focus only on the value you intend to provide rather than the means for creating that value.

Example Text Below – Replace with your plan

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

How is the website helping to achieve your revenue objectives?

Some websites employ a mixture of the following models:

- Marketing (lead generation, branding, promotional)
- Sales (e-commerce)
- Informational (establish credibility, content-rich, promote-a-cause, education)
- Functional (intranet, users, research, support, technical assistance)

It is important that everyone in your company has a clear understanding of the purpose of your website as it relates to achieving your revenue objectives. Otherwise you will have a website that, over time, sends mixed messages to the visitors resulting in reduced conversions.

Example Text Below – Replace with your plan

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

Who are the prospective buyers for your product or service?

What are their objectives?

How does your website satisfy those objectives?

Before you can properly develop the message on your site you must know to whom you are selling. There is an extensive process for identifying your ideal prospect and understanding their motivating factors, but here are some of the basics:

- Analyze your current customers to:
 - filter out those that have not provided lasting value to your revenue
 - identify the common traits of your profitable customers
 - identify the decision maker within these companies – their title/position
- Analyze the decision makers to:
 - identify common demographics, personality traits, and fears
 - identify their decision process and budget limitations
 - identify their KPI's (Key Performance Indicators)
 - understand their primary motivators – or key drivers

Now that you know who your ideal customers are and what are the key drivers of the decision makers, you are better prepared to document your market description.

(Note: The target market primarily dictates how you market but the target decision maker dictates the messaging you will use on your website and other collateral.)

Example Text Below – Replace with your plan

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

How heavily does your prospect depend upon the Internet to find your offerings?

Think about your ideal customer and the decision maker within those organizations – are they technically savvy? Can you identify how comfortable they are with the use of technology in their daily lives? This will usually be a good indicator of their reliance on the Internet when considering and researching your type of product or service. This does not impact your strategy regarding the need for a website but it will dictate the online marketing investment for your website and the investment in the website’s architecture and functionality.

Example Text Below – Replace with your plan

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

Are there readily-accessible, non-internet alternatives that will satisfy the prospect?

Most products can be made available through multiple channels: some can be industry specific channels. For example, suppliers of dental equipment for dentists can have a strong online presence but also need to sell through traditional sales channels. Many service offerings have a long history of being sold through well-known, non-Internet channels. This can create challenges for innovative companies that are heavily utilizing their website to capture market share.

Example Text Below – Replace with your plan

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.

End of Preview