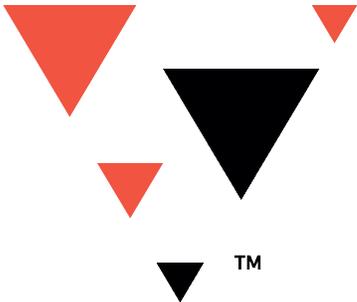


# Internet Marketing Plan

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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 and leverage knowledge to help avoid pitfalls.

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](http://www.Volacci.com/Resources/Internet-Marketing-Plan)



# 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 that is easy to interact with 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 downloadable 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.

# Competition

## Primary Competitor Threats

Competitor	Competitiveness	Value Proposition
<b>Competitor 1</b>	<b>High</b> - they are well funded, heavily market their site, and have a significant web presence. Their goal appears to be focused on becoming the provider of choice in our general industry.	They offer a one-stop shop for all industry related needs at a low cost.
<b>Competitor 2</b>	<b>Medium</b> - they appear to be similar in size to our company and promote the same industry-specific expertise as our company - but are not as well known by other businesses in our niche industry. They are a potential major threat if they begin a serious marketing campaign or further integrate into industry-specific channels.	They offer industry-specific expertise.
<b>Competitor Grouping</b>	<b>Low</b> - there are hundreds of other competing businesses that offer low-cost, low-touch services. They are usually either small, one-person businesses or very large churn-n'-burn shops.	They offer cheap solutions to a specific problem.
<b>OurCompany</b>	<b>Medium</b> - we have spent years integrating with the marketing and distribution channels within our niche industry, we have made significant contributions to the growth and promotion of our niche industry, and are often the reference of choice from non-competing niche industry businesses.	We offer custom, comprehensive, and high-touch services to each of our customers.

## Primary Competitor Website Investment

Competitor Sites	Promotion	Appearance	Functionality
<b>Competitor 1</b>	<b>High</b> - they heavily advertise, attend all relevant trade shows, offer regular webinars, and are relentless with email marketing.	<b>Polished but simple</b> - they have invested in quality, unique images and layout.	<b>High</b> - they have many automated options that allow users to create customized solutions. So far they are the only company offering this service.
<b>Competitor 2</b>	<b>Low</b> - they are currently doing little promotion that is apparent to us.	<b>Typical</b> - their site looks like a million other sites and does not demonstrate a significant investment.	<b>Low</b> - the only interaction with visitors is a basic form to request more information.
<b>Competitor Grouping</b>	<b>Medium</b> - this entire group of competitors primarily send spam emails to business owners, sales and marketing personnel.	<b>Typical</b> - these sites look like a million other sites and do not demonstrate a significant investment.	<b>Low</b> - the only interaction with visitors is a basic form to request more information.
<b>OurCompany</b>	<b>Medium</b> - we drive traffic to our site through targeted outbound marketing promoting white papers and webinars. We also attend and provide training at niche industry related conferences. We utilize social channels and other media to demonstrate our relevance to the industry.	<b>Unique</b> - we have a new site under development. We will be implementing many visual and conversion-related changes.	<b>Medium</b> - along with the standard forms to request a contact from sales, we offer other free services that are designed to engage the visitors and lead them through our marketing funnel.

## Competitor SEO Analysis

### Search Ranking for Our Primary Keywords

Keyword	Global Monthly Searches	OurSite	Competitor 1	Competitor 2	Competitor 3
Keyword 1	9,900	32	2	4	65
Keyword 2	8,700	100+	2	7	6
Keyword 3	5,400	100+	100+	94	46
Keyword 4	4,800	14	1	100+	100+
Keyword 5	3,200	100+	26	100+	100+

etc.

### SEO Assets Viewed Favorably by the Search Engines

Competition	Pages Indexed by Google	Domain Links seen by Google	Total Backlinks (secondary to Google links)	Referring Domain Ration(lower is
Competitor 1	40,700	324	2,036	17
Competitor 2	501	23,900	998,872	63
Competitor 3	541	18,600	1,876	3
OurCompany	235	86	22,476	5

## Marketing Strategy

We have done some work to optimize our site for the search engines but a significant investment is required to catch up to the competition. We recently started using a lead nurturing system to capture leads of those interested in white papers and webinars. As we perfect our process, we will reach out to a wider audience through email marketing and other lead generation methods.

As a result of our customer analysis to determine our “ideal customers” we have decided to redesign our website and rewrite all of our marketing materials and client deliverables to better relate to the needs of the ExamplePosition.

We will soon be implementing a comprehensive Search Engine Optimization (SEO) campaign and are in the process of refocusing our Search Engine Marketing (SEM) campaigns for our ideal customers. We’ve experimented with social media but need to revisit the benefits it can provide. Our new email campaign should drive new prospects to our site along with press releases and other online initiatives.

### Natural Attraction

SEO and content development are the areas where we plan to expend the most resources over the next twelve months. We are considering other options and plan on limited social media and guest blogging tactics.

### Search Engine Optimization

Traditionally, we have ranked high in the search engines and received significant benefit from our dominance. Six months ago we switched to a new CMS (Content Management System) platform that required the restructuring of all our site pages - this resulted in a significant loss of rankings. We have been told that this could have been avoided but the developer failed to implement the proper redirects for the old pages. As a result, we must immediately begin a comprehensive SEO campaign to regain our search rankings and increase traffic.

We have contracted with Volacci, a well-respected SEO company, to work with our internal SEO manager. They will help our SEO manager develop a strategy and implement the on-page and off-page optimization efforts. We have allocated \$7,900 a month on an aggressive campaign and have committed to at least six months at this level. We will evaluate our progress at that time and determine if we should adjust our budget. Our focus is primarily on six keywords (keyword1, keyword2, keyword3, keyword4, keyword5, keyword6) - some are currently on page 2 of Google and the others are well past page 3. We anticipate a significant improvement in search rankings by month six with top rankings in 12 months. We will receive weekly status updates and will have monthly strategy sessions with the SEO company. They have committed several core competencies of trained personnel that, otherwise, would require us to significantly expand our internal staff if we chose to bring this in-house.

### Content Development and Promotion

The production and marketing team at OurCompany post regular content in the form of text and video blogs. We are also in the process of rewriting all of the service descriptions to better relate to our ideal customer’s preference points. New case studies and testimonials are scheduled to be posted each month. Each piece of content, including blog posts, are reviewed and optimized to ensure an appropriate level of keyword placement and internal links imbedded in the text. Our video blogs are also optimized for the search engines.

To ensure the consistent addition of content to the site, we have created a staff position of Content Specialist. This is not a full-time position yet so the tasks will be designated to an existing team member who is passionate about content and willing to take on these additional responsibilities. Over time we can expand on this position and transition to a full-time Content Specialist. We will, however, continue to utilize the services of our SEO provider to help us plan and execute a comprehensive content strategy. They will supplement the effort of our internal Content Specialist with text, blog and video optimization services and the creation of case studies.

## Social Media

We've only recently implemented a cohesive social media strategy. We have a part-time social media specialist that, along with their primary responsibilities, is managing our Facebook, LinkedIn, and Twitter accounts. There are two tweets created and scheduled to post in conjunction with every blog post, of which there are two each week. Each team member is committed to tweet daily on subjects related to the company and their areas of expertise. They also tweet and Like (Facebook) each blog post on our site. Team members are encouraged to create and maintain a professional LinkedIn profile and to expand their connections to include clients and other professionals. We provide a standard company description for employees to place on their profile and a link to our corporate LinkedIn profile - the profile is used primarily for promoting our activities.

Much of our social activity is designed to promote and link to our website along with the industry promotion and educational posts. We will be hiring a social media agency to help us develop a strategy and, potentially, implement the new social media plan created in conjunction with that agency. Our internal personnel, while well-intentioned and willing to participate, do not have the time or the proper focus to effectively achieve our social media objectives.

## Guest Blogging

We have also partnered with numerous non-competing, industry-related companies that guest blog on OurSite.com. In turn, we are writing blogs for their sites. We keep the content focused on our core competencies yet appealing to a broader audience. This is providing significant value as we both target the same prospect base.

We are in the process of developing a team of writers that are featured on industry-related websites. They will provide blog content for our site on a weekly basis and post links to these blogs on a variety of social channels. Our editorial calendar is updated quarterly to ensure our focus on the ExamplePosition - the influencer for our ideal customers. This not only drives relevant traffic to our site but will help to improve our search rankings as a result of the links and the content freshness.

## Press Releases

We write and distribute monthly news releases that promote our industry involvement and updates on developments in our industry. It is important that we continued to be perceived as a leader in our industry, either by our direct involvement or our pulse on innovations. Each release is distributed through 200+ free channels and several paid channels. Each posting provides "link juice" that elevates the importance of our web site, providing incremental improvements in our search rankings.

## Paid Attraction

As a holistic strategy, we will drive immediate traffic utilizing paid online channels while the natural tactics are building our long term value. We plan to focus most of our efforts on search advertising and will test some content ads, remarketing banner ads and email ads.

Our total online advertising budget is \$30,000 a month, plus a 15% management fee to our SEM service provider. The Cost Per Acquisition (CPA) goal is \$40 but it is understood that it may take a few months to get down to that level. We are anticipating that 10% of these leads will result in a qualified prospect for the sales team. Their closing ratio on qualified prospects is currently 25%. The result will be a 2.5% closing ratio on a paid lead - this equates to a new client acquisition cost of \$1,600. The average lifetime value of a new client is over \$45,000 with a gross margin that far outweighs the acquisition cost. Using these calculations, there is a lot of margin for error and time to improve our metrics.

## Search Engine Marketing

Online advertising is a critical component of our marketing strategy. It allows us to quickly test landing pages, keyword value, and contributes a significant percentage of our leads. The keywords that generate the greatest volume and highest quality leads revolve around KeyWordExample1. We continue to test a variety of keywords and eliminate those that produce no clicks, do not convert into leads, or generate unqualified leads.

Our primary goal is to increase the number of qualified leads for our sales team. We are in the process of optimizing our landing pages to provide more relevant and succinct information and a clearer and more compelling call-to-action. By improving our keyword targeting and advertising headers and copy, we will improve the quality of visitors to our site. By making it easier for those visitors to interact with our site and request a free consultation, we will increase the number of qualified leads.

We have been managing this process in-house but have recently contracted with Volacci, an SEM firm, that will dramatically improve our results and free our internal resources to focus on other marketing initiatives. Their management fees are less than our internal personnel costs (we won't have to hire and train additional personnel), they have better reporting tools, and most important they have experience. They have already demonstrated their value by reducing our CPA and increasing the number of qualified leads by 15%. They anticipate additional gains over the next several months. Part of their process has been to offer landing page variations (multivariate testing) to isolate the best landing page components. They are also managing our contextual and display advertising campaigns. We have allocated 60% of our online advertising budget to search engine marketing.

## Contextual Advertising

Not all prospects are aware that our service is a viable option to solve their needs. As a result, they may not know to search for us using keywords that are properly targeted for SEO or SEM. Contextual advertising provides an opportunity for us to surface our solution to targeted prospects that are often in immediate need of our services or may be in the future.

We have currently allocated 15% of our online advertising budget for contextual advertising. As we prove its value, we will adjust the budget accordingly.

## Display Advertising

We get a lot of traffic to our website with decent time on site and page views. We plan to capitalize on this quality traffic by implementing a remarketing advertising campaign. This will keep our message and value proposition in front of everyone that visits our site as they surf the web. Because we are not attempting a broad-based branding campaign, this method provides the same value as a branding campaign but only to those with an interest in our services.

Our relationship with Volacci will prove beneficial as they have offered to develop a variety of banner and skyscraper ads. We will be collaborating with them on a theme and marketing objectives to ensure maximum value from each ad. We have currently allocated 15% of our online advertising budget for remarketing advertising. As we prove its value we will adjust the budget accordingly.

## Affiliate/Partner Advertising

We have contracted with ExampleAffiliateNetworkCompany to facilitate our relationships with website publishers that will promote our brand. The publishers will be paid on a Cost Per Action (CPA) basis - we will pay only for leads and phone calls that are a direct result of their website promotion. We have several offers lined up that will incentivize the publishers to heavily promote our offerings.

The total cost per lead should be less than our other advertising methods but the quantity of leads will be fewer. We view this method as a supplement to our other marketing efforts while still adding significant value and a good ROI. We do not have a separate budget allocated as the cost is based primarily on lead acquisition.

## Email Advertising

We have identified several opportunities to utilize email advertising. Some are industry specific newsletters, each with over 30,000 opt-in subscribers on a weekly basis. We have committed to 12 weeks of distribution as a trial to measure its effectiveness and lead acquisition cost. We plan to place the same graphical ads used in our display advertising campaign along with some text-based ads where appropriate.

We have currently allocated 10% of our online advertising budget for email advertising. As we prove its value, we will adjust the budget accordingly.

## Email Marketing

We are purchasing thousands of contacts, including email addresses, of ExamplePositions within our proven industries. The list can be purchased for as little as 27 cents per contact based on volume. We have constructed a series of four emails that will be coordinated with telemarketing efforts to those that respond to the various calls-to-action.

Email campaigns are sent using the Vertical Response service that allow us to construct each email message and monitor the success of the various campaigns. We will be implementing A/B testing to determine which messages have the best results and will continue to improve our messaging.

## Lead Nurturing

We have a series of white papers that we promote through our blogs and website drop-downs to visitors on our site. These documents are of significant value to our target audience and the receptivity has been excellent. We are also promoting them through other channels, like social networks and industry

specific sites. When a visitor requests a free resource at any point on our website, they are entered into our lead nurturing system. From that point forward their every move on our site and additional response to free resources is monitored - this adds to their lead score. As soon as a prospect's lead score is elevated to a 20 or above, the sales team is notified and sales calls begin.

A series of automated emails are scheduled based on a prospects interaction with the site. We have several webinars that compliment the white papers, to which the prospects are automatically invited. We continue to add valuable resources to attract new visitors and re-engage past visitors - many customers interact with our site for over a month before they are ready to seriously discuss our services.

The lead nurturing platform we have chosen, ExampleLeadNurturing, interacts seamlessly with our SalesForce account and automates the setup of our WebEx service for our webinars. We previously had a designated marketing employee that managed the account but have recently turned the management of this process over to Volacci. They continue to monitor the results, implement conversion and multivariate testing, and advise us on email and campaign best practices. To date, we have increased our qualified leads by 30% and we continue to see improvement each month.

## Conversions

Our ideal customers are looking for credibility when they visit our website. They are deluged on a daily basis with offers to deliver them more business, resulting in a diminished trust for any company in our industry. As a result, we are implementing the conversion recommendations provided by Volacci. They have identified a number of opportunities to promote our industry and market niche expertise and our credibility. They have also recommended some changes to our content that will decrease our bounce rate and several calls-to-action changes that should increase the number of qualified leads.

This will be an ongoing process that will involve A/B and multivariate testing for the various calls-to-action, wording, element placement, and color options. We will also be testing our home page and landing pages for search results and advertising.

## Measurement

We are using Google Analytics and Google AdWords to track and measure our SEO and SEM efforts. We are currently tracking the search rankings on six keywords (keyword1, keyword2, keyword3, keyword4, keyword5, keyword6). We are monitoring several conversion goals, including four white paper downloads, three webinar sign-ups, a newsletter subscription, and a request for a sales call or live demo.

Our objective for this year is to increase traffic by 50%, reduce bounce rates by a third, and to increase page views and time on site by 75%. Our ultimate objective is to increase qualified leads by 200% through a combination of conversion optimization and lead nurturing improvements.

# Resource Requirements

We have some ongoing costs regardless of the utilization of outsourced expertise. The budget allocation listed below is specifically for the ongoing promotion for and lead generation from our website rather than our entire marketing budget. We have a management team and personnel that provide value to a variety of marketing initiatives, including but not limited to our website. Where appropriate, I have documented the portion of their expense as a team that is allocated to Internet marketing. Additional expenses are related to specific initiatives, separated by outsourcing cost and internal cost - to present both options. The budget for the Webmaster and expense for improving and maintaining the website is managed by the IT department - this is not included in this spreadsheet. We work very closely with the IT department and they are very cooperative when we make suggestions for improvement.

## In-House versus Out-Sourced Budget Requirements

Personnel (includes overhead expenses)	In-House	Out-Sourced
Management (\$ allocated to Internet marketing)	\$27,600	\$27,600
General Marketing (\$ allocated to Internet marketing)	19,100	13,500
SEO & Conversion Specialist	5,900	
Content Specialist	4,900	
Social Media Specialist	5,200	
SEM Expert	10,400	
<b>Services</b>		
Online Advertising	30,000	30,000
Email Distribution	200	200
Lead Nurturing	500	500
Link Building	2,500	
<b>Management Services</b>		
SEO/Conversions/Content/Link Building		5,900
Social Media		3,000
SEM		4,500
Lead Nurturing		2,500
<b>Total Monthly Internet Marketing Budget</b>	<b>\$106,300</b>	<b>\$87,700</b>

As a result of the cost and management savings, we have out-sourced many of the specialized services - this will allow us to focus on our core competencies and other marketing initiatives.

## Site Redesign

Our website is five-years-old, has layers of conflicting technology that inhibits the site speed and ability to make required updates, has an outdated look and navigation interface, and does not properly communicate to our target audience. We have completed several levels of strategic planning and are now in the process of rewriting all the content on the site to better address the needs and concerns of our ideal customers. Our IT staff has contracted with a premier Drupal developer, ExampleDrupalDeveloper, to create our new site. The new site will incorporate several accessibility considerations and will support multiple languages for our targeted International regions, including English, French, German, and Spanish.

The new website will be launched in three phases. The first will simply be a replacement of the current site with some additional features, a new interface and updated content. This will enable us to quickly present our new image while we build out the more complex feature set. The second phase will incorporate the remaining features that will significantly differentiate us from the competition. The third phase will provide the three foreign languages, which will be coordinated with a new International promotion campaign.

The IT department has budgeted \$500,000 for all three phases with a completion time of one year. Phase one will launch in six months, phase two will launch four months later, and phase three in the twelfth month. We have allocated an additional \$250,000 to the marketing budget to facilitate the market research, content and video improvements, content and site navigation translation, and promotional expenses to announce the new site and the customer advantages.