



## Pro Plan 6 Month Marketing Plan Includes 21 points/month

We believe every business is unique, requiring a unique marketing strategy to achieve success. We avoid template-based marketing plans in favor of a custom marketing strategy created for your business. Since we use custom marketing plans, an example plan is the best way to illustrate the differences between our different marketing offerings. Below is an example marketing plan to give you an idea of what can be achieved in 6 months on our \$2990/month, Pro plan. Your plan will be different based on your business' products & services, needs, ad spend budget, and goals. Your actual plan will most definitely vary from this sample.

Month 1		
<b>Strategy:</b> Gain a massive amount of presence with two target audiences for two distinct Products/Services you offer. We leverage email along with two of the most popular digital platforms, Instagram & Facebook. We drive additional action from your target audience with retargeting ads (the ads that seem to follow you around).		
TACTIC	POINTS	DESCRIPTION
<b>Facebook &amp; Instagram Targeted Ads for 2 Products/Services</b>		
Existing photo selection	2	Sort through client's existing photo library, select 10 images for a campaign, photoshop images, crop for ad use.
Audience Targeting for 2 Targets	2	Targeting & Retargeting setup in Facebook.
Ads designed and scheduled for 2 products/services	6	Create 8 ads (2 video ads with 2 versions of copy each plus 4 carousel ads). Target ads to 2 distinct audiences. 1 round of revisions.
Segment Audience Targeting	1	Using the same ads, creating a second audience segment in order to optimize budget spend between the two.
<b>Facebook &amp; Instagram Retargeting Ads for 2 Products/Services</b>		
Retargeting Ads designed and scheduled	5	Create 6 retargeting ads (3 images with 2 versions of copy each) to a retargeting audience. Retargeting ads are in the same theme as existing ads. 1 round of revisions.
<b>Email Marketing for 2 Products/Services</b>		
3-Part Email Outreach to Customers	4	Promote each product/service via a marketing email to existing list with automated follow-up emails to people who interacted with the first email.
Total Points used this Month:	20	Rollover Points for Future Use: 1

## Month 2

**Strategy:** The initial social ads are attracting and converting leads. Adding additional channels for these products/services gains greater presence and diversifies your marketing efforts. Expanding beyond social we look to Google Search Ads and Google Search Retargeting Ads (RLSA) to provide an additional boost to business. Google RLSA are Search Ads delivered to people who previously engaged with your brand. For example, when someone visits your website (either organically, from a Facebook or Instagram ad, or from a Google Ad) we tag them as a visitor. When a visitor searches Google for a target keyword, we deliver an ad to that user. With RLSA that visitor ad costs less per click and lets us show visitor-specific ad creative.

TACTIC	POINTS	DESCRIPTION
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### Google Search Ads for 2 Products/Services

Campaign Setup - 6-10 Ad Sets	13	Keywords identified, ad groups set, budget and bids set, 1 responsive ad and 2 traditional ads created per ad set, sitelink extensions, callout extensions, structured snippet extension
Keyword Management & Optimization	4	Further optimizing four ad sets in order to drive conversions more efficiently.

### Google Remarketing List for Search Ads

RLSA Implemented - 6-10 Ad Sets	5	RLSA campaign setup based on existing Search campaign. Monitoring newly matched keywords and optimizing for goal.
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Total Points used this Month:	22	Used 1 Rollover Point from Month 1
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## Month 3

**Strategy:** Ads are driving new leads and increasing sales on Facebook, Instagram, and Google. The ad metrics are showing above-average performance compared to other advertisers. However, we want even better performance. Video content is the answer. Since video is resource intensive, we must use the one-time Point's Advance in order to create the content & ads during this month.

TACTIC	POINTS	DESCRIPTION
<b>Video Ads for Facebook &amp; Instagram for 2 Products/Services</b>		
Shot & Content list	2	Research, brainstorming, and designing shot list to maximize video production. Brainstorm content clips for future social posts.
Video Production - on-site full day	8	per-day, up to 6 hours, 2-person crew. Video shot in 4k resolution for maximum future flexibility.
:15 - 1:00 video edit for 2 Products/Services	10	Import video footage, color grade, edit audio, apply background audio, overlay text or basic graphics, code captions, and edit into an ad-ready duration and size. Includes up to 2 minor revisions. Final deliverable are 2 ad-ready ads (1 for each product/service)
:06-1:00 additional edit of Mystemic edited video for 2 Products/Services	6	Import video footage, color grade, edit audio, apply background audio, overlay text or basic graphics, code captions, and edit into an ad-ready duration and size. Includes 1 minor revision. Final deliverable are an additional video ad for each product/service.
2 Edited videos for 2 Products/Services (4 videos total) converted to a mobile optimized ratio	6	16:9 widescreen video converted to 1:1 square ratio & 4:5 vertical ratio for optimized use across all Facebook & Instagram placements
Ads designed and scheduled on Facebook & Instagram for 2 Products/Services	6	With ad-ready video, create 4 ads (2 videos with 2 versions of copy each) to a single audience. The same ads can be used for multiple ad sets & target audiences
Total Points used this Month:		38
		Rollover Points for Future Use: 4

## Month 4

**Strategy:** Last Month contained a one-time advance on your monthly points, meaning two-months worth of points were used. Even with no points this month, you still get your monthly performance report, active campaign management to assure everything is running smooth, and calls & emails to us for any questions.

## Month 5

**Strategy:** With a solid presence on Google Search, Facebook, and Instagram we look to Google Display Retargeting and YouTube to increase reach and presence even further.

YouTube is the world's second largest search engine after Google. We take the video ads and re-edit them to create multiple YouTube-friendly ads; this includes the "unskippable" 6-second ad. Google Display Retargeting ads do not typically result in direct actions by your target. Display Retargeting does increase the number of impressions for your product/service. The increased visibility helps other ad placements work more effectively.

TACTIC	POINTS	DESCRIPTION
<b>YouTube Ads</b>		
:06 video ad edits: additional edit of existing Mystemic edited video	3	Re-edit of existing ads into 2, 6-second unskippable ads. Import video footage, color grade, edit audio, apply background audio, overlay text or basic graphics, code captions, and edit into an ad-ready duration and size. Includes 1 minor revision.
Campaign Creation & Targeting Settings for 2 Products/Services	6	YouTube campaign setup in Google Ads for 2 products/services, each with 2 ad sets
YouTube Ad Uploaded & Scheduled	1	4 Ad-ready videos Uploaded and Scheduled into YouTube ads. One product/service uses the new :06 video ads while the other uses the same :15-1:00 ads running on Facebook.
<b>Google Display Retargeting</b>		
Ads Scheduled for 1 Product/Service	3	Audience targeting, budget set, ad scheduling
Ads Designed for 1 Product/Service	8	2-3 ads in Google's top performing ad image sizes designed & developed. 300x250, 336x280, 728x90, 300x600, 250x250, 200x200, mobile-only (320x100 & 320x50) <a href="https://support.google.com/adsense/answer/6002621?hl=en">https://support.google.com/adsense/answer/6002621?hl=en</a>
Total Points used this Month:		21

## Month 6

**Strategy:** With ads running across all the most popular digital sites, we take a deep dive into the ad metrics to see where opportunities exist. Conversion rates could improve with new landing pages and A/B testing on the landing pages. Email forms are placed on the landing pages to nurture Marketing Qualified Leads (MQL) with email automation. Automated emails help the sales team convert MQL at a higher rate.

TACTIC	POINTS	DESCRIPTION
<b>Email Marketing</b>		
Segment Contact Database	1	Segment contact database to identify leads for 2 separate products/services
3-Part Email Lead Nurturing (x2)	10	Write & automate two, 3-part email workflow. Use existing content & media assets to engage Marketing Qualified Leads for 2 separate products/services. Test form submission & automation.
<b>Landing Pages for 2 Product/Service</b>		
2 Landing Pages - 3 content sections each	6	2 Initial Landing Pages. Each with 2 content sections + form section. Up to 2 minor revisions
2 Additional short landing page	4	A/B Test based off of existing moderate design
Lead Form Setup, Integration, Testing	2	List created, form insertion, confirmation redirect, testing
Dynamic Keyword Insertion (DKI)	2	DKI added to landing page for Google Search Ad Set. The search term used by the user in their Google search is inserted in key places on the landing page.
Total Points used this Month: 25		Used 4 Rollover Points from Month 3



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