



## Growth Plan 6 Month Marketing Plan Includes 10 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, we find an example plan is the best way to illustrate the differences between our different offerings. Below is an example marketing plan to give you an idea of what can be achieved in 6 months on our \$1490/month, Growth plan. Your plan will be different based on your business' products & services, needs, and goals. Your actual plan will most definitely vary from this sample.

Month 1		
<b>Strategy:</b> Gain a massive amount of presence with your target audience for a single product/service. We start by running ads on two of the most popular internet sites, Instagram & Facebook. We gain more results from your target audience with retargeting ads (the ads that seem to follow you around).		
TACTIC	POINTS	DESCRIPTION
Facebook & Instagram Targeted Ads for Product/Service 1		
Stock photo selection	2	Identify and license 5 photos for the ad campaign
Audience Targeting	1	Targeting & Retargeting setup in Facebook.
Ads designed and scheduled	3	Create 6 ads (3 images with 2 versions of copy each) to a single ad set or target audience. The same ads can be used for multiple ad sets. 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.
Facebook & Instagram Retargeting Ads for Product/Service 1		
Retargeting Ads designed and scheduled	3	Create 4 retargeting ads (2 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.
Total Points used this Month:		10

## Month 2

**Strategy:** The initial Facebook & Instagram ads are creating new leads and increasing sales. 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 to create the content & ads.

TACTIC	POINTS	DESCRIPTION
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Video Ads for Facebook & Instagram for Product/Service 1		
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Shot list	2	Research, brainstorming, and designing shot list to maximize video production
Video Production - on-site half day	4	per-half day, up to 3 hours, 1-person crew, plus travel expenses
:15 - 1:00 video edit	5	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.
:06-1:00 additional edit of Mystemic edited video	3	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.
Ads designed and scheduled on Facebook & Instagram	3	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
Landing Page	3	Dedicated Landing Page for campaign

Total Points used this Month:	20
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## Month 3

**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 4

**Strategy:** Social media ads are converting leads at a very profitable level. We expand beyond social to Google Search for another boost to business and to diversify your ad channels.

TACTIC	POINTS	DESCRIPTION
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### Google Search Ads for Product/Service 1

Campaign Setup - 5 Ad Sets	8	Keywords identified, ad groups set, budget and bids set, 1 responsive ad created per ad set, sitelink extensions, callout extensions, structured snippet extension
Keyword Management & Optimization	2	Further optimizing the top two ad sets in order to drive conversions more efficiently.

Total Points used this Month: 10

## Month 5

**Strategy:** With a solid presence on Google Search, Facebook, and Instagram we look to content to drive more traffic into the future. Content marketing takes more time to mature than the instant response of ads. Yet a well-rounded marketing strategy contains both short-term and long-term driver of sales. To top off the month we send an email to existing customers to promote your latest offering.

TACTIC	POINTS	DESCRIPTION
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### Blogging

Blog posts	6	write two (200 - 600 words) and optimize blog post related to the vertical market content
Post uploading	2	upload two blog post to CMS with images

### Email Marketing

Email Outreach to Customers	2	Design, write, and schedule a promotional email
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Total Points used this Month: 10

## Month 6

**Strategy:** The marketing to this point is creating a consistent flow of new leads. Leverage the power of email automation to increase lead conversion rates and revenue. Speaking of revenue, Google Search keywords are in need of a few tweaks as well.

TACTIC	POINTS	DESCRIPTION
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### Email Marketing

Segment Contact Database	2	Segment contact database to identify leads (1) & customers (1) in the target vertical
3-Part Email Outreach to Leads	6	Write & automate 3-part email workflow. Use video content assets to re-engage dormant MQLs, nurture SQLs.

### Google Search for Product/Service 1

Keyword Management & Optimization	2	Two existing ad sets optimized with bids & keywords
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Total Points used this Month: 10



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