

MARKETING PLAN

TRY  smartsheet for FREE 

CAMPAIGN TYPE	DESCRIPTION	TARGET AUDIENCE	TOTAL IMPRESSIONS	Conversion rate	EXPECTED leads	Close rate	expect ed sales	Cost per lead	PROJECTED COST	
Public Relations									SUBTOTAL	\$10,000.00
Tradeshows	2 industry tradeshows	myrtle beach area . 5,000 people attend each show.	10,000	3%	300	10%	30	\$ 33.33	\$10,000.00	
Content Marketing									SUBTOTAL	\$18,000.00
Content	social media content \$1500/mo *12 mo								\$18,000.00	
Social Media Ads									SUBTOTAL	\$18,000.00
Facebook	500/mo * 12 mo	55+ Murrells Inlet/ Pawleys	48,000	5%	2,400	7%	168	\$ 2.50	\$ 6,000.00	
Pinterest	200/mo *12	30-45 yr female	30,000	4%	1,200	2%	24	\$ 2.00	\$ 2,400.00	
Instagram	800/mo * 12 mo	24-45 yr female	48,000	3%	1,440	8%	115	\$ 6.67	\$ 9,600.00	
Online									SUBTOTAL	\$ 1,560.00
Website	hosting 100/mo * 12	organic traffic to the website	60,000	3%	1,800	5%	90	\$ 0.67	\$ 1,200.00	
Email Newsletter	mailchimp \$30/mo *12	email specials offered regularly to all existing leads in the database	10,000	3%	300	10%	30	\$ 1.20	\$ 360.00	
Advertising									SUBTOTAL	\$ 6,000.00
Banner Ads	Banner on local newspaper website. \$500/mo	20-45 yr old	240,000	4%	9,600	6%	576	\$ 0.63	\$ 6,000.00	
SEO	Google ad words \$500/mo	local area keywords	120,000	3%	3,600	7%	252	\$ 1.67	\$ 6,000.00	
			566,000		20,640		1285		TOTAL	\$53,560.00