

Coastal Marketing Consulting Agency
BUS 605: Marketing Decision Making

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Marketing Plan-Outline

1.0 Executive Summary

Coastal Marketing Consulting Agency will be a freelanced online marketing consultant based in Savannah, GA. We will be providing consultations to businesses on how to improve their marketing strategies. We will partner up with local marketing companies that will work closely with the companies to follow through with those strategies. If companies decide to market on their own, this will give them insight into how to proceed with marketing for themselves. Coastal Marketing Consulting Agency will focus their services on smaller businesses. Our goal is to improve the smaller businesses' marketing platform to increase their clientele. Our services will include communicating with companies to improve the marketing strategies. Coastal Marketing Consulting Agency will have practical and creative thinking to target your audience. We will brand our business as a subscription service and can cancel at any time once they feel like their marketing has been satisfactory. They will also be able to start the subscription service back up at any point in time.

2.0 Situation Analysis

Coastal Marketing Consulting Agency is a new service that acknowledges the importance of marketing plans to succeed. Our services will be available to our customers anytime online. Our local businesses were notified about our soon-to-be services, and they are extremely eager to experience our services. Instead of maintaining all the marketing for these companies, we will teach and consult these companies the best way to grow their business. We will focus on small businesses that larger marketing firms look over. These businesses will continue to expand our client base.

2.1 Market Summary

The market consists of a variety of start-ups and established businesses around the coast of Georgia near Savannah, GA. Many businesses are local and small. But there are a few larger businesses that take rank because of credibility. Our job is to help those smaller businesses gain credibility.

2.1.1 Market Demographics

Demographic: Digital marketing is needed by all businesses trying to extend their customer base. Our targeted customer base is:

- Start-up companies are looking for digital marketing to promote their brand.
- Small family-owned businesses are looking for a larger client base.
- Public Service organizations are looking to spread awareness.
- Small or new businesses that do not have dedicated marketing consulted on staff.

Geographic:

- Coastal Marketing Consulting Agency wants to serve the southeast coast of Georgia.
 - Counties include Bryan, Bulloch, Chatham, Effingham, Glynn, Liberty, Long, & McIntosh.

2.1.2 Market Needs

Coastal Marketing Consulting Agency helps those companies overlooked by bigger marketing firms. Most Companies go out of business by lack of marketing skills. We want to be an advocator for those companies.

- Affordability: The pricing structure will provide high quality service with a fair fee.

2.1.3 Market Trends

The market trend is fueled by competition. Businesses are working against each other to retrieve clients for their own business needs. The more businesses pop up around the area the harder it takes businesses to sale their product or services. That is why these smaller businesses need our services to help them get recognized throughout the community.

2.1.4 Market Growth

The market has been growing rapidly for decades. Marketing is a rapidly growing field that is constantly changing. Marketing firms are overflowing around Savannah, GA. I will be able to service not only the clients but also bring in more clientele for the marketing firms.

2.2 SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company and describes the opportunities and threats facing Coastal Marketing Consulting Agency.

2.2.1 Strengths

We want to focus on the smaller businesses. Most marketing firms will gravitate towards larger businesses because of the bigger fees they can charge. The smaller businesses do not have the same resources that bigger companies have. Our goal is to give the smaller businesses a better chance to promote their business.

2.2.2 Weaknesses

Our weakness would be not being able to work with the local marketing firms because those said firms already have a marketing consultant on board. We will have to become intermediaries when dealing with the firms and clientele.

2.2.3 Opportunities

We have opportunities to educate smaller businesses on how to market their business by themselves. If they choose to market on their own, we will work with them every step of the way.

2.2.4 Threats

- Established marketing firms have already developed a clientele in or around the southeast coast of Georgia.
- Small businesses that have a marketing department.

2.3 Competition

- Developed marketing firms in the southeast coast of Georgia area that already have established marketing consultants.
- Local Marketing Consultants

2.4 Services

Our services will include assistance with promoting brand and reputation. We will assist their needs on improvement within their current marketing. Marketing educators will be fluent in social media, search engine, website design, content creation, and branding. We will also assist with nonprofit marketing and public relations. Promoting your business is what we strive to do.

Our services will be based on a subscription service. Companies will be able to subscribe to our services on a monthly setting. Our services will be at a flat fee of \$500 per month on a subscription basis.

2.5 Keys to Success

- Exceptional customer service
- Honesty & Respectful Conduct
- Quality work
- Professionalism
- Trustworthiness

2.6 Critical Issues

Coastal Marketing Consulting Agency is a up and coming business who still must establish relationships with clientele. This would cause a critical issue with creating reputation. We must market our business to in order to stay clear of the critical issue.

3.0 Marketing Strategy

Coastal Marketing Consulting Agency plans to use two marketing strategies:

- Partnerships-Our clientele will be the best advertisement for our services. Businesses talk and compare their partnerships with other companies. Our quickest way to build clientele is to drive in with local businesses who need assistance in marketing.
- Advertising- We will advertise on social media and through google. Social media will be a fantastic way to spread the word about our services. We will utilize google keywords

when people use the google search bar. We will also partner up with the local chamber of commerce to build our credibility.

3.1 Mission

Coastal Marketing Consulting Agency's mission is to provide cost effective marketing resources to businesses to improve marketing strategies. Marketing strategies that improve business growth with strategic vision.

3.2 Marketing Objectives

- Increase clientele monthly
- Build the credibility of the company
- Promote referrals of clients

3.3 Financial Objectives

- Profitability within one year
- Increase revenue by 20% each year for the first five years.

3.4 Target Markets

Coastal Marketing Consulting Agency will focus on small businesses from southeast coast of Georgia. These small businesses are constantly overseen by the big marketing firms. The larger marketing firms also require too many costs for these smaller businesses. The average marketing firm will take percentages of sales as their profits to market the business. The more you make the more you are charged. These funds are usually hefty. Our goal is to give these smaller businesses a plan they can count on and cancel at any time.

3.5 Positioning

Coastal Marketing Consulting Agency will position itself as a trusted marketing consultant for small local businesses. We will dedicate our time to helping those companies who are not able to afford a high-end marketing company to promote their products. We want to be able to assist these companies with the tools needed to market. We want to stay affordable for our clients.

3.6 Strategy Pyramids

The single objective of Coastal Marketing Consulting Agency is to position as an advocacy for smaller businesses. By utilizing the marketing strategy, Coastal Marketing Consulting Agency will be able to serve the southeast coast of Georgia area.

3.7 Marketing Mix

- *Pricing:* The pricing will be based on a subscription service that will be monthly terms. This will earn the clients' trust that they will not be put into a contract for our services. We want our clients to choose to continue to work with us.

- *Distribution*: Our services will be in-person at location or via online. We will be available to our clients for their convenience.
- *Advertising & Promotion*: Our advertising will be strategic networking and targeted advertising.
- *Customer Service*: Customer Service is the face of the company. We guarantee that our customers are satisfied with their services.

3.8 Marketing Research

At the initial start of the research, it was found that the market for assistance in marketing for smaller businesses is in need. We sat down with a few local businesses to receive their input on the service and currently have a few potential clients.

4.0 Financials

This section will be an overview of the financials of Coastal Marketing Consulting Agency as it related to the marketing activities. Coastal Marketing Consulting Agency will address break-even analysis, sales forecasts, expenses forecasts, and how those activities link to the marketing strategies.

4.1 Break-even Analysis

We would need to sell 6 memberships to cover our fixed costs. If we sell our anticipated 10 units then our profit/loss would be \$2,000 monthly. We will need \$6,000 in revenue to break even.

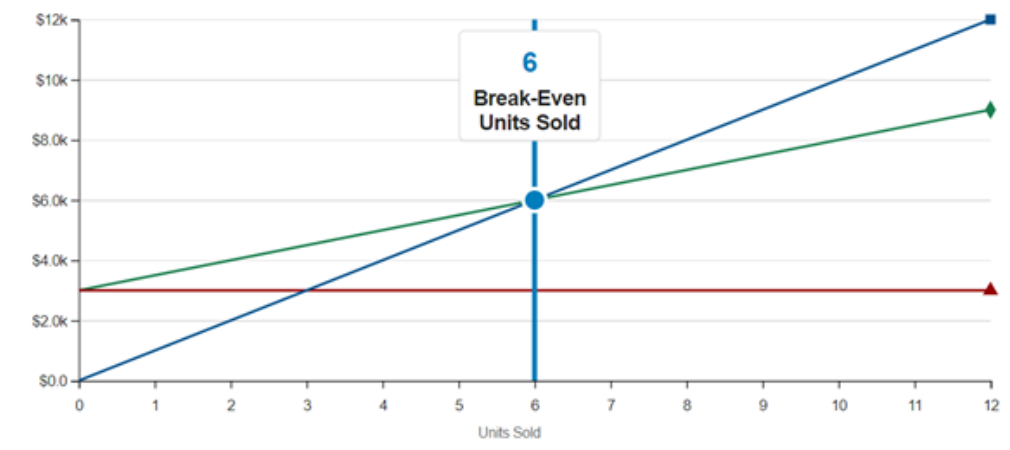


Table 4.1: Break-even analysis

Total Fixed Costs: \$3,000

Variable Cost per Unit: \$500

Sales Price per Unit: \$1,000

Anticipated Unit Sales: 10

4.2 Sales Forecast

The first month of sales for Coastal Marketing Consulting Agency is focused on retrieving clientele. The first year we are expected to climb each month by 1 client. That will end in 2022 with 21 clients. Year two will continue to grow by 1 client each month. Which will end in 2023 with 34 clients. By the third year, the company will level out at around 50 clients a month. Once we start bringing in more than 50 clients, we will have to hire more marketing consultants.

Sales Forecast			
Sales	2022	2023	2024
Memberships	\$186,000	\$334,000	\$488,000
Total Sales	\$186,000	\$334,000	\$488,000

Direct Cost of Sales			
	2022	2023	2024
Memberships	\$93,000	\$167,000	\$244,000
Total Sales	\$93,000	\$167,000	\$244,000

4.3 Expense Forecast

The expense forecast will allow the company to keep the spending on marketing tools on track. This will also allow the company to ensure the marketing plan is being followed correctly.

Marketing Expense Budget	2022	2023	2024
Website	\$1,000	\$1,000	\$1,000
Advertisement	\$2,000	\$5,000	\$8,000
Total Marketing Expenses	\$3,000	\$6,000	\$9,000

Percent of Sales	1.61%	1.79%	1.84%
Contribution Margin Ratio	\$93,000	\$167,000	\$244,000
Contribution Margin/Sales	50%	50%	50%

5.0 Controls

The purpose of Coastal Marketing Consulting Agency's marketing plan is to serve as a guide and plan for the organization.

The following areas will be monitored to gauge performance:

- Revenue: monthly and annual

- Amount of new clientele
- Repeat business

5.1 Implementation

Milestones	Completion Date	Budget
Website Completion	1/1/2022	\$1,000
Marketing Plan Completion	1/1/2022	-
Advertisements	6/1/2022	\$2,000
Partnerships Formed	1/1/2023	-

5.2 Marketing Organization

Nichole Blair; founder and owner will be responsible for marketing Coastal Marketing Consulting Agency.

5.3 Contingency Planning

- Risks:
 - Inability to generate enough clientele.
 - Retaining customers past their subscription end.

Appendices

Break-even calculator. Small Business Administration. (n.d.). Retrieved November 8, 2021, from <https://www.sba.gov/breakevenpointcalculator/calculate/>.

Lake, L. (2021, January 8). *The role, responsibilities, and skills of a marketing consultant.* The Balance Small Business. Retrieved November 8, 2021, from <https://www.thebalancesmb.com/what-is-a-marketing-consultant-2295290>.