

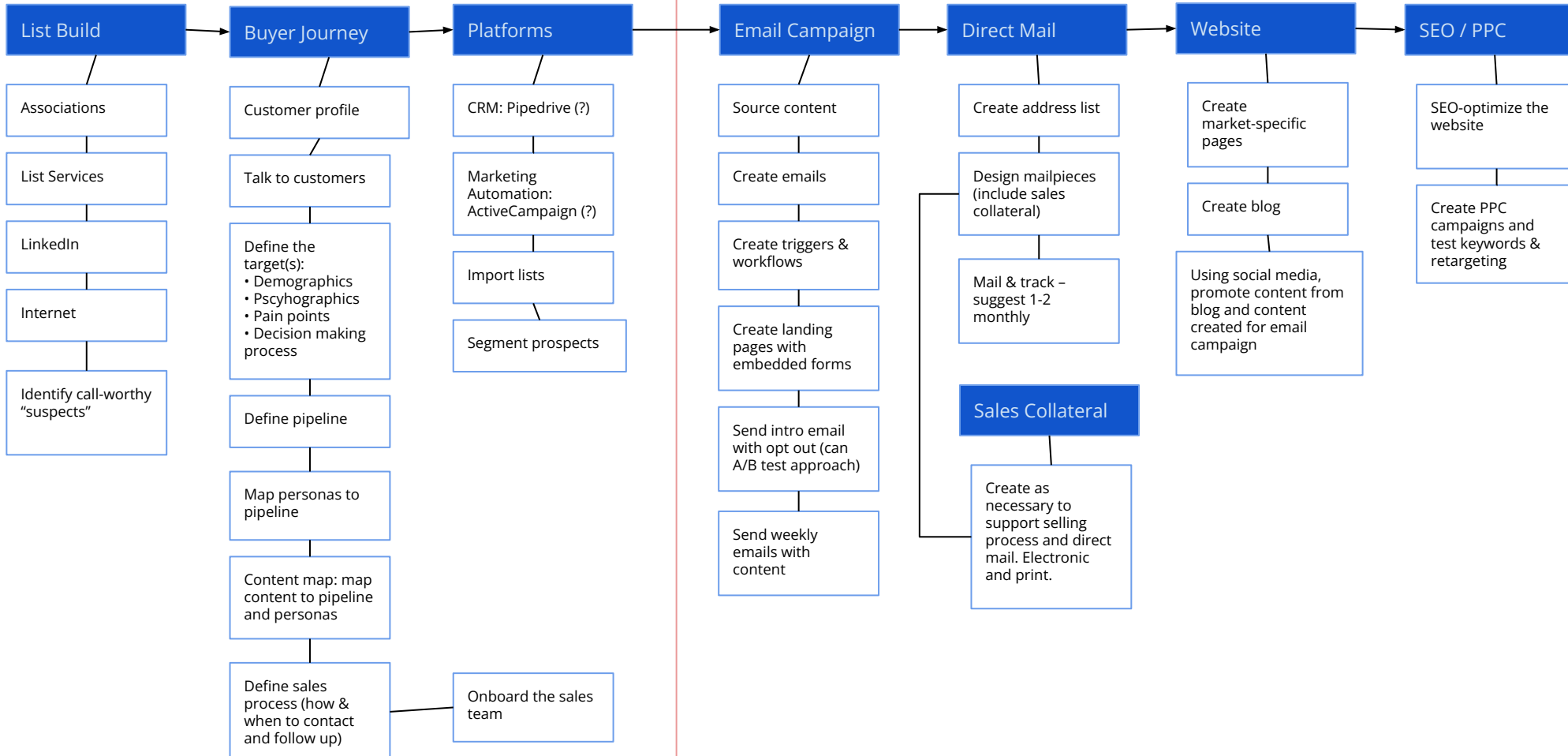


Marketing Jumpstart Plan - Q1 2017

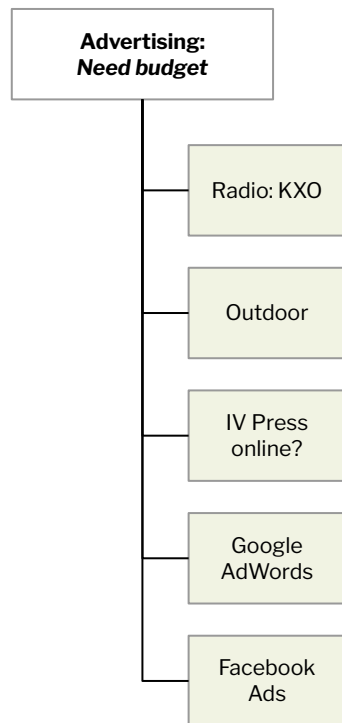
DECEMBER 2016

JANUARY 2017

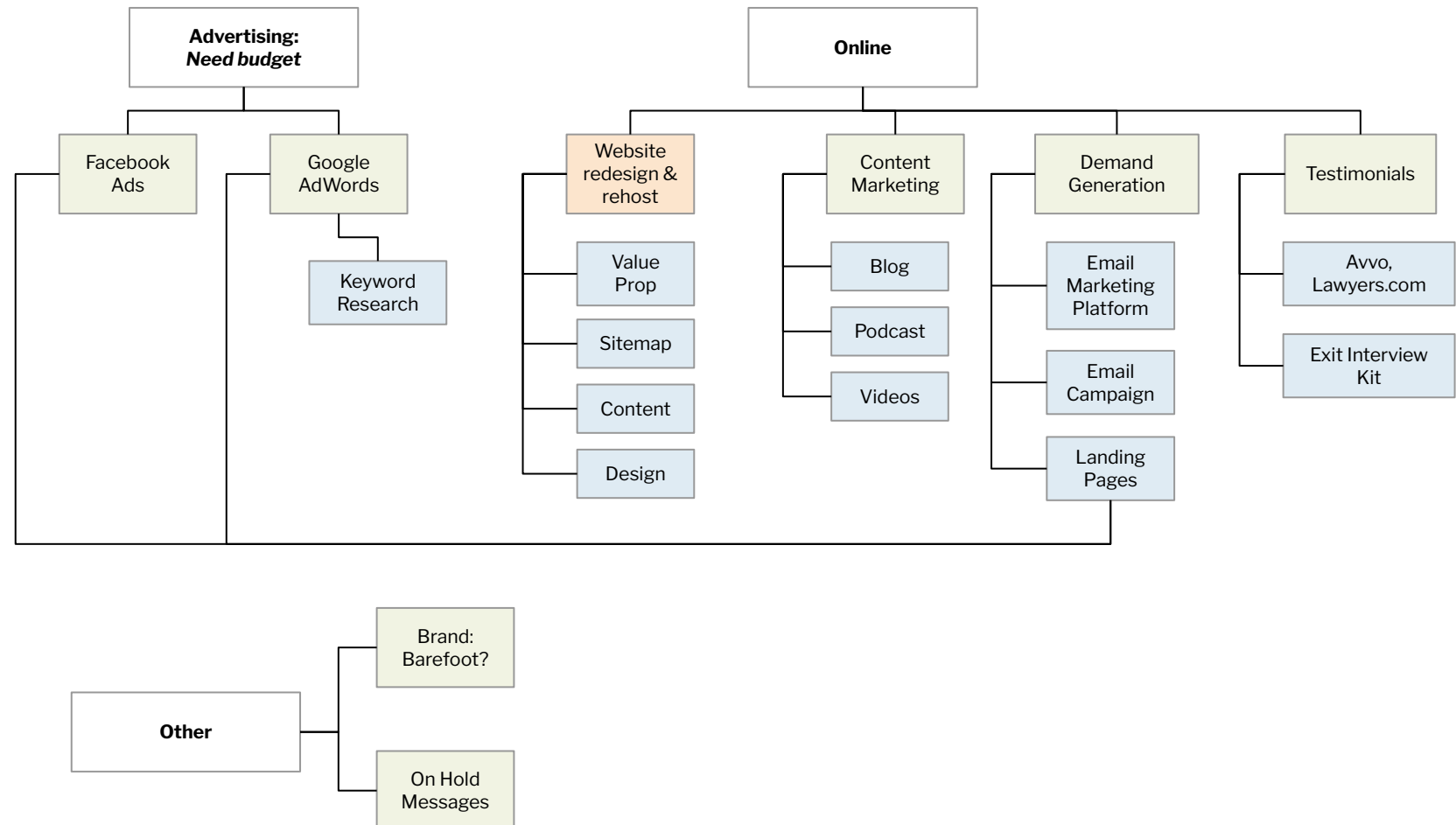
FEBRUARY



El Centro



San Diego



ZUZA marketing launch plan

LEGEND:

- **Within original Q2 marketing consulting scope**

1. **Corporate Identity** – *completed July 15*

- Logo
- Tagline
- Graphic Standards Manual
 - fonts (*what font packages does CPS own already?*)
 - colors
 - logo usage
 - sample applications
- Business cards and stationery design

2. **Website** – *launch Tuesday September 6 (day after labor day)*

- Purchase domain names! (*already complete?*)
- Scope definition
- Site map
- Technical requirements
- Page content definition
- Wireframes
- Website development group selection
- SEO research and keyword definition
- Content creation
 - Copy writing
 - Graphics
 - Video
 - Early win testimonials
 - Rubio's
 - Daphne's
 - Jazzercise ?
 - Day in the life of a marketer
 - ZUZA overview
 - White paper (s) for drip marketing campaign
 - Requires registration to receive
 - Leads go straight to email database
 - Blog – first entries
- Special functionality
 - ROI calculator
 - Flash special effects
 - Javascript special effects
 - Links to social media pages
 - Contact forms – link to email database for campaigns
- Coding – html, css, php, javascript, Flash
 - Performed by external web development group
- Quality assurance – testing all pages, links, cross-browser compatibility, layout

- m. Launch
3. **Social Media – launch Tuesday September 6 (day after labor day)**
 - a. Facebook Page
 - i. Establish and design
 - ii. Promote – build following
 1. Current customers
 2. New customers and prospects
 3. Link to new website
 - iii. LinkedIn Group
 1. Dealing with marketing asset management issues marketers face
 - iv. Link to new website
 - b. Twitter Page
 - i. Relevant news, advice, tidbits
 - ii. Link to new website – blog
 4. **Video – editing complete August 12**
 - a. Content
 - i. Early win testimonials / case studies
 - ii. Fun dramatization – day in the life of a harried marketer
 1. examples of good use of humor to sell something:
 - a. Orabrush
 - b. Cisco:
 - c. [Watch both here »](#)
(password: zuza2011)
 2. Example of how NOT to do this: [SproutCloud video »](#)
(ask Ron why he doesn't like this approach)
 - iii. ZUZA tour – online to print, fulfillment, distribution – anywhere, anytime, in a click
 - b. Distribution
 - i. ZUZA website
 - ii. YouTube
 - iii. Tubemogul ([learn more here »](#))
 1. Distributes to multiple video hosting sites
 - iv. Facebook page
 - v. Twitter (with their new video sharing capability)
 5. **Email Campaign**
 - a. Email database – current customers
 - b. Email database – prospects
 - c. Blast email platform
 - i. Do we have one in-house?
 - ii. If not consider one like MailChimp ([visit their site »](#))
 - d. Drip marketing campaign
 - i. Autoresponder emails at regular intervals
 - ii. New **white papers** at regular intervals to promote signing up
 6. **Webinar series** – ROI, efficiencies, case studies

- a. Drip marketing campaign
 - i. Webinars
 - ii. Follow-on white papers
- b. Webinar platform
 - i. Webex, GoToMeeting or other
- c. Promotional partnership
 - i. Partner with industry association to get more webinar participants and exposure

7. Collateral

- a. PDFs
 - i. Product sheet (s)
 - ii. Case studies (correspond to videos)
 - iii. ROI justification
 - iv. Company backrounder (for PR too)
 - v. White Papers
 - 1. ROI
 - 2. Best practices

8. Trade shows

- a. Research to see if there are relevant show (s)
- b. Register
- c. Plan show theme, giveaways, staffing, logistics
- d. Create booth

9. Public Relations – *launch release sent out September 13 (week after Labor Day)*

- a. Research relevant publications
 - i. General business
 - ii. Marketing specific
- b. Build editorial calendar and contact list
- c. Create six-month new announcement campaign
- d. Electronic Press kit (all PDFs)
 - i. Company backrounder
 - ii. First few releases
 - iii. Collateral
 - iv. White Papers
- e. Write, distribute and follow up on launch and subsequent press releases
- f. Track coverage

10. Advertising

- a. Project ROI for:
 - i. Google AdWords
 - ii. Facebook advertising up
 - iii. Banner ads on select sites
 - iv. Industry magazines
 - v. Association websites
- b. Determine budget for ad spend
- c. Create six-month launch campaign

11. Speciality Promotional Items

- a. Travel mugs
- b. Apparel
- c. Pens
- d. Creative desk item (s)

12. Direct Mail Campaign – mail after September 6 (after Labor Day)

- a. Introductory postcard campaign to existing clients
- b. Introductory postcard campaign to select identified prospects introducing the brand and benefits

13. Internal Campaign – ongoing, starting NOW

- a. Internal slogans
 - i. “It’s time to start winning again” etc.
- b. Office dress-up
 - i. Paint
 - ii. Signs
 - iii. Furnishings and accessories
- c. Giveaways
 - i. Travel mugs
 - ii. Apparel
- d. Video
 - i. Congratulations messages from actual customers