

## SAMPLE MARKETING PLAN

# Ohio Restaurant Delivery Service

Presented by Vicky Gouge, November 10, 2015

## Introduction

James,

I enjoyed our discussions about your business and look forward to putting a strategy in place to help you reach your goals. Below is what we captured:

- Your Goal: Become the go-to food delivery service for businesses in Cincinnati, Ohio
- Your Current Budget: \$600 per month
- Additional budget in 6 months: Up to \$1,000 per month
- Your Current Situation: In business for 2 years in an Ohio suburb and looking to expand to new territories in Cincinnati to increase revenues

## Business Strategy Review

After reviewing your business model and conducting brief external industry research, we recommend the following:

### Focus your Efforts

Focus your initial efforts on attracting clientele from local businesses within a 10-mile radius of downtown Cincinnati, rather than expending your efforts on serving the entire Cincinnati Metropolitan Area. This will help you develop a reputation for fast delivery service AND will also help you economize on fuel costs.

### Your Competitive Landscape

After preliminary research, we have identified only one other restaurant delivery service in your area and it does not appear to be a significant threat. Instead, your greatest competition comes from the many area restaurants that already provide in-house delivery service.

### Go-Forward Strategy

To offset this competitive factor, we recommend that you adjust your operational and marketing strategy to include delivery from high-end, exclusive restaurants. This allows you to enjoy the competitive advantage of offering greater selection, and the ability to indirectly leverage the brand cachet of the exclusive restaurants in your service area.

## Marketing Overview

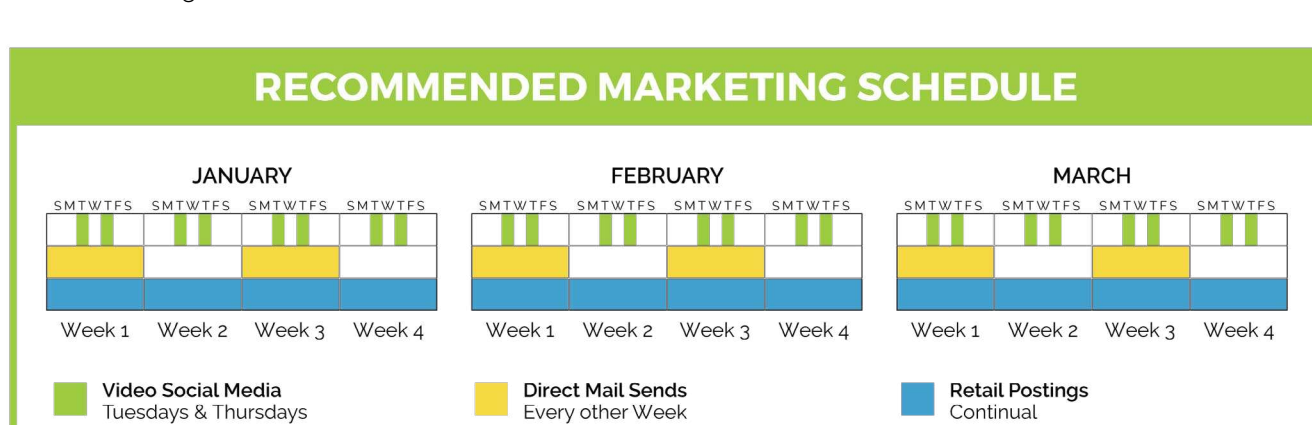
Your brand messaging is the most vital component of defining who you are as a brand, articulating it, and enabling your clients, prospects, partners and employees to understand and believe in what your company delivers.

Based on our review, your business is positioned to deliver on a brand promise that centers on delivery speed, variety, and exclusivity. The manner in which that messaging is delivered, given your budget limitations, will factor into the overall success of your marketing program.

We feel there are several promising tactics that you can apply to quickly build awareness for your delivery service. These tactics are articulated in three recommendations that address current gaps and provide a foundation for both lasting success AND near term results.

## Recommendations & Tactics

As an overview, based on your budget we recommend executing the following campaign next quarter. Please continue reading for more details on each tactic:



### Recommendation 1: Leverage The Power of Video Social Media

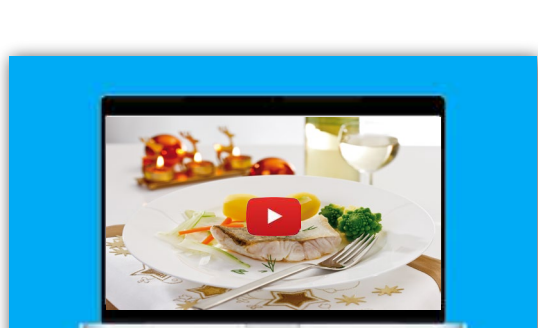
Video content is king these days in social media because it is fun, easy to produce, and maximizes every critical sensory trigger: sound, visuals, and messaging. In fact, video content drives 200% more website visits<sup>1</sup> and 31% more online transactions than static images alone on Facebook posts.<sup>2</sup> Start a series of offer-based videos that tell our story quickly and drive time-sensitive action. Use this video social media package to begin to drive the results you want, and create habits with your consumers when done well.

1 <http://blog.shakr.com/online-video-ads-effectiveness/>  
2 <http://insights.fb.com/2015/02/09/creative-combinations-work/>

### Video + Social Media Bundle

Implement this special bundle. It provides professional video production, media placement, and 4,000 impressions.

This MODsocket Package includes production of a professional pre-roll video, plus demographic, interest, geographic, and time-based video delivery via web and social media. A professional script writer and videographer will work with you to create a compelling script, stage and shoot the video at your location, then post-produce your custom ad optimized for web and social media delivery. Your pre-roll ad will then be distributed (via major ad networks including Google/YouTube, Facebook, and many more) to individuals matching your stated geographic, demographic, and time-of-day specifications.



**Bundle Price: \$1,050**

**Subsequent Media: \$200 for an additional 4,000 impressions**

### Recommendation 2: Supplement Your Grassroots Efforts With Targeted Direct Mail

The three pillars of all successful marketing are reach, frequency and continuity. We recommend that you continue your grassroots program of visiting local businesses to introduce your delivery concept to your target prospects (reach). However, you must continue to keep yourself in front of these prospects on a consistent basis (frequency) and with consistent messaging (continuity).

To do this, implement a direct-mail campaign and, every week or every couple of weeks, send follow-up mailers to the companies you've visited. Have several different designs created, with different visuals, to keep your mailings fresh, so that recipients won't think they are repeatedly being sent the same piece they already received on a previous mailing.

### Custom Direct Mail

Design, print and deliver three Direct Mail Initiatives over 3 months. Our designers will create a custom postcard series for your business. Choose from 3 initial design directions with up to 2 rounds of revisions on the chosen designs. Final files will be loaded into your library allowing you to customize and print through the MODsocket system or download for personal use or fulfillment.



**Price: \$150 for custom design**

**Printing and postage quoted separately based on quantities**

### Recommendation 3: Go Guerrilla. Contact Managers Of Vacant Retail & Office Space

Post signs in vacant business windows in busy retail areas. Target vacant business or retail storefronts in and around shopping centers, business parks, etc., in your service area and ask if you can, for a nominal charge, lease front-window or exterior-wall space to post banners promoting your business. When the space is rented, you can remove your banners and move them to a new location.

This is a win-win for both parties: the property owners are able to make a few bucks while their locations sit vacant; and you get a location to post your banners that will be seen by prospective customers. Our custom-creative department can design impactful outdoor boards or window banners that will get your business noticed.

**Price: FREE**

## Summary and Next Steps

James,

The recommendations in this plan are provided with our compliments. You can order straight from this marketing plan and do it yourself or start your Personal Marketing Consultant Plan where your consultant will handle your campaign from start to finish. Also, if you choose to keep your MODsocket consultant through our monthly plan, we will monitor the progress of your campaign and provide recommendations to optimize your results.

The marketing tactics contained in our system are provided to help your business grow. All of us at MODsocket stand ready to assist you in implementing these solutions. Let's get started.