

**CLIENT, INC.**

**2005 MARKETING PLAN**

prepared by Business Communication Solutions, Inc.

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## ✦ SITUATION ANALYSIS

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Client, Inc. (hereinafter referred to as Client) has built a growing business in Northeast Ohio. Since beginning operations in 1997, Client has developed from a one-person IT consulting and maintenance firm to a three-person operation with approximately 40 clients. To date, a vast majority of new clients have resulted from referrals from existing clients, business acquaintances and family.

The overarching purpose of this plan is to analyze the market potential, examine means for reaching prospects and delineate those specific tactics that will bring in business.

As with any successful marketing effort, this plan will recommend several approaches based on past successes. The marketing philosophy successfully employed by Business Communication Solutions, Inc. (BCSI) is to combine long-range awareness (branding) activities with tactics designed to bring more immediate results or action. None of these approaches, conducted independently of each other, is likely to provide satisfactory results, but together, over a long time frame (6-8 months) will achieve the objectives as listed below. The key to this plan's success is consistent messaging to the proper target audience over an extended timeframe.

BCSI researched and reviewed media information and practices of other similar companies where available. The resulting plan incorporates that analysis. The current situation at Client, and the desire to penetrate three distinct market segments — home users, field-based businesses (office without walls market), and core business users — creates more complex challenges than in many marketing efforts. Thus, we have presented the strategy sections of this plan to better address the unique needs of those segments.

## OBJECTIVES

### Immediate business objectives:

- 1) Twenty percent overall business revenue growth in combined operations during plan year (1) (from \$618K to \$741K)
- 2) Test the home computer consulting market to determine feasibility and profitability
- 3) Increase use of "office without walls" capabilities
- 4) Eight new business clients in FY 2005

### Supporting marketing objectives:

- 1) Target key decision-makers in the right business sectors and the target size group (industry, employees and sales).
- 2) Leverage customer relationships and experience in primary industries
- 3) Create and maintain top-of-mind awareness in target business segments (awareness of services and key differentiators)
- 4) Explore the "office without walls" market
- 5) Test home computer market opportunities