

Top of Mind Communications, LLC

Marketing Plan Template – Page 1

Goal: Increase customer base by 25% with 40% increase to bottom-line profits no later than December 31, 20XX

Who We Are	<i>We provide customized e-newsletters that help small businesses and professional practices to maintain top of mind awareness with customers, prospects and referral resources by positioning our clients as thought leaders and industry experts. Our tag-line: E-Newsletters to Keep You Top of Mind</i>
How We Are Different	<i>We do it all! From the design, content writing, mailing, list management and reporting of results at amazingly affordable pricing.</i>
“Ideal Customer” Profile	<i>We serve virtually all industries – small businesses, professional practices and not-for-profits - with annual revenue of \$500,000 to \$10 Million. Ideally, situated in the Greater Richmond footprint, but can be anywhere in U.S.</i>
“Ideal Customer” Needs	<i>To keep their brand prominently and positively in front of customers, prospects and referral resources. The message is not “buy today”. Deliver free value-added info as a reminder of the value they bring to the relationship.</i>
“Ideal Customer” Buying Triggers	<i>Objective: To be visible and memorable when the buying decision or referral opportunity surfaces so our customers are at the top of the list of vendors.</i>
Budget Available	<i>\$2,000</i>
Delivery Vehicles	<i>Website, e-newsletter, brochure, speaking.</i>