



**NEW YEAR  
NEW MARKETING PLAN**

**HMS**

**HUGHES  
MARKETING  
SOLUTIONS**



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# TABLE OF CONTENTS:

Introduction ..... page 3

Social Media ..... page 4

Tradeshow Crash Course ..... page 12

Email Marketing ..... page 14

Utilizing Your Company Page..... page 15

Guerilla Marketing ..... page 16

Cause Marketing ..... page 18

Conclusion ..... page 19



Great habits are formed daily. Truth be told, good habits require consistent commitment.” -Forbes

contributor, Jason Selk

## Introduction:

Do you ever make a New Year’s resolution that you just can’t seem to keep up? Try going to the gym on January 2<sup>nd</sup>. You might not be able to find an open treadmill, but come June it will look like a ghost town. The key to sticking with that New Years resolution is setting a goal that’s realistic for you. With that in mind, Hughes Marketing Solutions has created an e-book with easy and affordable marketing tips to start the New Year. This E-book is written at a basic level to give you a start up plan for marketing your brand and company. The book includes essential chapters on different marketing techniques and philosophies including: social media, e-mail marketing, guerilla marketing, events, tradeshow and much more. It’s meant to serve as a practical guide for anyone interested in enhancing their company’s growth by providing helpful solutions to market your company in a timely manner and on an affordable budget.

The goal is to provide marketing tips to start off your New Year. After reading up on our 31 tips, try one marketing tip per day for the month of January. The book may have been written by marketing experts, but if you follow the steps and set realistic and attainable goals for yourself you will be able to market your own company and start the business New Year off on the right foot!

# + Social Media:

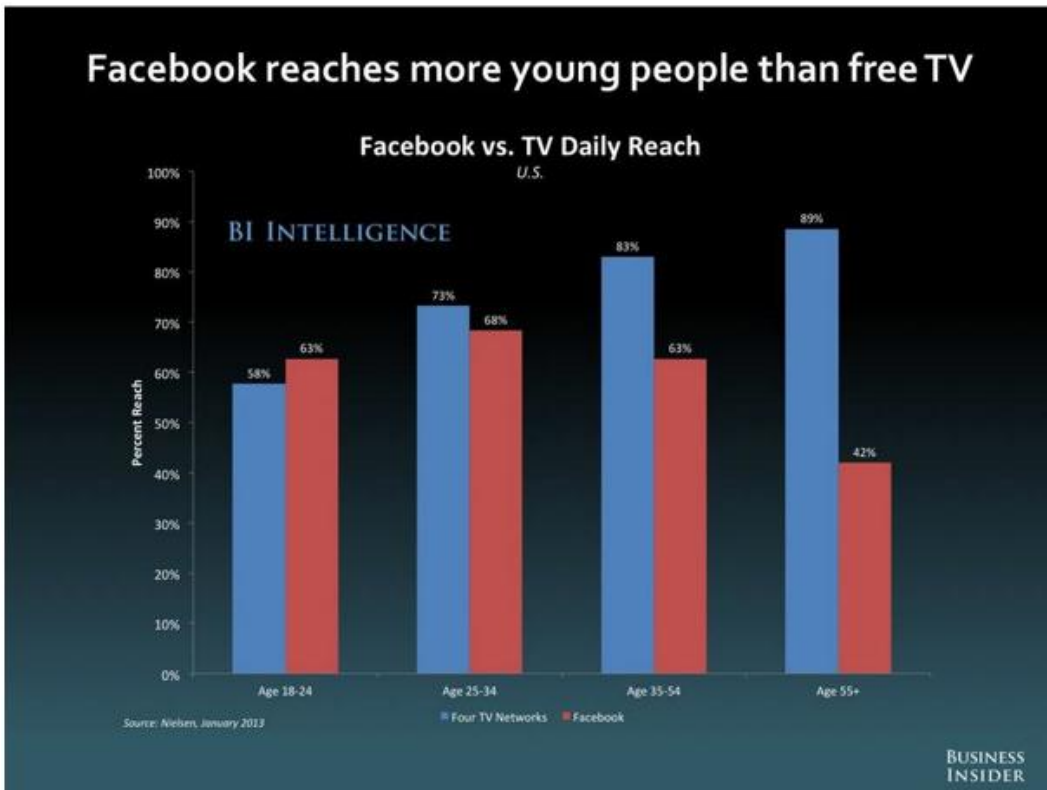


If you think investing in social media is a waste of time for your company, think again. When used properly, social media can give your business the marketing muscle to keep up with competitors without breaking the budget. This chapter will provide tips for different social media facets and how to jump start your company page.



## Facebook:

Having a [Facebook](#) company page can be a huge marketing benefit to your startup while saving plenty of cash. A recent study done by Business Insider found that Facebook reaches more young people each day than the large broadcast TV networks.



Here are 4 tips on how to optimize your company Facebook page:

- Facebook ads are a simple, inexpensive way to help grow your business. By paying as little as \$5 a day your company can reach a specified target market. These ads allow you to choose the geographic region, age, and gender of your audience. Go to: [www.facebook.com/advertising](http://www.facebook.com/advertising) to learn more.





- Status updates will allow you to connect with your followers on both a professional and personal level. Create posts to showcase your product, while sharing local and national news, as well as pictures of what's going on in your workplace. These posts will let your followers see that your company is professional but approachable. To keep your customers engaged you will want to post an update at least once a day. Status updates can also be linked to your Twitter profile so you can complete two tasks at once! You can do this by going to [apps.facebook.com/twitter/](https://apps.facebook.com/twitter/). When you link your Twitter and Facebook profiles also consider using hashtags to gain more exposure.
- Worried you will forget to post a daily status? [Hootsuite](#) is a helpful resource to upload status' online and schedule posts ahead of time. Hootsuite is free and will save hours by posting on your behalf. So no need to remember to post something in the future!
- Contests are another way to engage your audience while creating buzz to gain new 'likes' on your page. To learn how to create a contest for your company visit [Offerpop](#). This site allows you to connect to your company Facebook page and will do the hard work for you! These contests are inexpensive and user friendly.



## Twitter:

Don't underestimate the power of 'tweeting.' [Twitter](#) allows your company to connect with followers on a more personal level while setting your company up as an expert. For the for best results here are 4 tips on using Twitter for marketing and lead generation:

- After creating your company profile, choose individuals and companies (even competitors) to follow. Those you follow will likely follow you back. Take a look at your drawer of business cards and check your email- these are great resources to find out who to search. Consider also following colleges, clients, alma maters, news stations and local businesses.



- Tweet content will ultimately gain followers for your company. Continue to be transparent, yet professional. Post pictures of events going on in the office and any work your company is doing in the community. Consider using [Hootsuite](#) for scheduling tweets. Simply click on “select a social network” and the “+” sign on the drop down will allow you to add another social platform.
- Be sure to mention followers or respond to another user’s tweets. By injecting the ‘@’ sign with the user’s name, this allows you to join the conversation and make connections, while setting your company up as an expert. The more engaged you are with your followers, the more users will be open to buying from a business perceived as an expert. A trick for injecting the ‘@’ sign: Tag the user’s twitter name at the end of the tweet. When you start with a tag, only followers of your page will be able to view the tweet.
- Adding hashtags to your tweet content will group your tweets into specific categories. Tweets from all over the world can be grouped together by “#.” Using hashtags will inject your brand into world-wide conversations, categories and trends. Check out the bottom left box on your Twitter home page for the top trending hashtags.



## LinkedIn:

[LinkedIn](#) is the ultimate social website for online networking with other business professionals. Creating a company page will help boost your company’s online presence by linking with the web’s largest professional network.





Here are 2 tips to utilize your LinkedIn company page at its maximum potential while not spending a dime:

- Once your company page has been created, be sure to update and post status's at least once a day. The more activity, the more your company will look like an expert. Be sure to post content relevant to your target market such as new hires in your organization, articles or news about your industry or company blog posts.
- Creating links between your company and your audience is key to generating leads online. By following relevant groups and other companies this will help expand your network. Posting in these groups at least once a week will give your company more exposure to your target audience.



## Google +:

Google +, Google's next effort in social, is another trending social media site. This easy to use social media platform has many advantages and we will give you 2 tips on how to maximize its potential.

- The most important factor about social media sites are WHO you are socializing with. Luckily, Google + makes it easy by recommending users. By using the Google + circle feature, you can discover who to add to your friend circles. These circles can be categorized into friends, family, business partners etc. By grouping followers into certain categories, this makes its easy to share what you want with who you want.



- Google Plus Hangouts and Google communities are another feature to boost your online presence. This feature is found on the right side of your Google + homepage and is a place where you can chat live with people in your circles. Find public Google+ hangouts of interest to you and connect with other users, especially those who follow you. Discover communities and join groups that are relevant to your niche. Posting frequently in community hang outs will help gain exposure and boost your SEO.



## Pinterest:

This social site has become another must have for businesses of all types. [Pinterest](#) has now created the option to sign up as a company page, and will give you resources and tools to maximize the potential of your company Pinterest boards.

- Pinterest offers users an account where you can 'pin' articles, photos, videos and so much more onto 'boards' which save all your activity. When pinning each item online you can categorize your ideas to keep organized while reflecting the spirit of your brand. Visit [www.business.pinterest.com](http://www.business.pinterest.com) to learn about the tools this social site has to offer. On the left side of this webpage you will see resources for pinning principles, success stories, and brand guidelines as well as tools such as promoted pins and a how-to-guide.

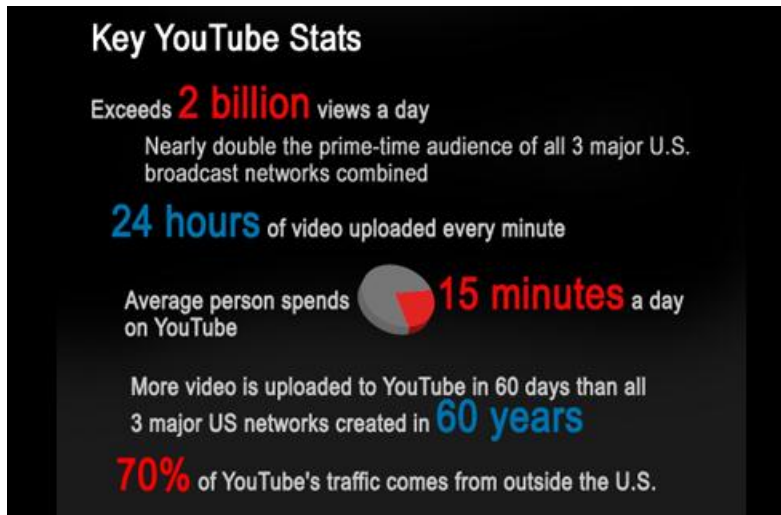


## Video:

YouTube is the world's second largest search engine and Vimeo reaches over 18 million people in one month. With the power of video sharing, your business can create video content for a more authentic approach to social media.

Here are 2 tips on using the top video sites:

- More than 1 billion users visit [YouTube](#) each month and over 6 billion hours of video are watched in that same time period. Creating a free YouTube account with a video portfolio is an excellent way to market your brand. By actively creating and posting videos, you will help position your company as an expert and increase brand awareness on the web. Consider naming videos with simple key words and the chances in appearing in a search engine will increase.



Viralblog.com

- [Vimeo](#) is another free video-sharing website, but unlike YouTube, offers users the capability to create videos without having any software or video skills. If you're new to video creation, Vimeo also offers "Video School" tutorials. This website is a one stop shop for those who want a no cost, quick and easy way to get involved in video marketing.



## Blogging:

Blogging is another awesome way to connect with your target audience. Through the use of blogs, your company and its employees can share bits of information and speak on detailed topics. Here are 3 tips to get your blog up and running:

- First, you must create your blog site. There are plenty of free resources to help you do this. [Blogger](#) is a site that uses your Google account to help create a free blogger profile. Another useful site is [Wordpress](#) (also free!). Once you have created your profile, make sure to connect your posts to every single one of your company social sites. To make this process as simple as possible, we suggest you create an account on [Twitter feed](#). This tool monitors your RSS feed and updates your Facebook, Twitter and other social accounts automatically when you have a new blog post.
- Now that your blog is set up and you know how to easily disperse your content on the web, it's time to give you a tip on writing the actual post. Don't worry, there is a trick for this step as well. To write a blog post in 10 minutes, all you need is your smart phone. Pull up the notes application (or its equivalent) on your smart phone, then press the microphone button on the bottom of your keyboard and simply start talking. You can quickly talk through the blog which will then be written out onto your notes application. Be sure to go back and manually edit any spelling errors then copy and paste into an email. Open the email on your computer, upload the content onto your blog site and voila! You have now written a post in a fraction of the time it would have taken you to type. Once your blog entry is uploaded to your blogging account, [Scribfire](#) a full feature blog editor, can do another full sweep of your text to catch any last grammatical errors.
- To help attract more comments to your blog, check out [Disqus](#). This site is a blog comment hosting service for websites. It allows your readers to include media such as YouTube videos in their comments, receive alerts when their posts have been responded to, and reply directly from their email.



# Tradeshow Crash Course:



Tradeshows, even for a solo entrepreneur or start-up, can be the best single use of time in a given year if done correctly.

These 5 tips will give insight to the preparation, presentation and post-show necessities.



- Tradeshows are absurdly expensive, but completely worth the investment. The majority of tradeshows require exhibitors to have carpeting in their booth. Interlocking carpet tiles can be purchased for any booth size and provide for a quick and easy set up and tear down. Skip the carpet rental and consider investing in carpet tiles for an inexpensive alternative... and reuse for multiple shows!
- Booth presentation is key to attract visitors and prospective clients. Don't ever skimp on the visual component, but create a fun looking and well designed booth space. Keep the appearance professional but use bold colors and props to stand out from other exhibitors. Tell a compelling story with your booth layout, stand out, and fill your space with energetic young people. Have employees wear a company shirt or matching accessory so attendees and other exhibitors know who is working the booth if they have any questions.
- Everyone loves free stuff! Swag items are a must when preparing for a tradeshow. Google search "promotional companies" in your local area and you can easily find inexpensive promotional items that can be branded with your company logo. Giving away free products to expo attendees gets them excited about your company and free branding for you company throughout the expo floor. We suggest handing out branded bags, so this way attendees can carry all tradeshow materials around in your branded item.
- When preparing for the tradeshow be sure to have goals; know who you need to meet. If you leave the tradeshow without any leads, then you have not only wasted your money but valuable time. Be strategic and talk to as many people as you can during show hours, attend after parties, host a cocktail party at your booth and even engage with other exhibitors who are staying in the same hotel. When conversing, be personable and present your brand but don't sell it too hard.
- After the show is over, create a data base of all the business cards you received and follow up with each individual personally. Create a follow up email template to use and customize each email by name of the recipient. Be sure to add a small personal touch to remind them of the conversation you had at the show.



# + Email Marketing:

This form of marketing is a simple, easy-to-use marketing tool for reaching a specific target market. These 2 tips will give you insight on the most efficient ways to implement email marketing.



- In order to send out an email blast, you must first have a database or list of recipients. Create receiver lists based on nature of the message and appropriate target markets.
- [Mailchimp](#) is a free email blast system which sends a segmented email to those in your community who have indicated an interest in receiving offers from your company. By using this tool you can customize your target audience for the most efficient sales efforts.





# Utilizing Your Company Page:

Having a company website is one of the most important investments for an online presence and provides a home base host all company information.



Here are 3 tips to consider when creating content on your website:

- Any marketing materials, such as an Ebook, should be available on a landing page on your site. This is a web page that describes your offer and provides a form with contact information that visitors need to fill out in order to access your marketing materials. [Wix](#) is a free online resource that can create landing pages for each of your applications.
- Use [Wix](#) to create links on your homepage to each social media sight dedicated to your company. Creating links from the social media sight back to the home company page will create order by having all segments connected. This will also allow for the user to have a longer connection with your company's online presence.
- According to *digitalbuzzblog.com*, 80% of time on a mobile device is spent inside apps. To create a mobile app for customers connect with your site on their phone visit [MobileConduit](#). This is a free, easy to use site to create custom quality mobile versions of your website.

# + Guerrilla Marketing:



Innovative, unconventional and low-cost marketing techniques aimed at obtaining maximum exposure for a product.”

This style of marketing is more about matching wits than matching budgets, which makes it great for a small business to use! By implementing guerrilla marketing techniques, your company can get maximum results using minimal resources and a small budget. Think creatively and invest a lot of energy brainstorming ideas to find out what is “sticky” and what would be newsworthy or can go viral.

Here are 3 tips on implementing creative guerrilla marketing techniques:



- Guerrilla marketing is an unconventional strategy in which low cost creative means are used to promote a product or idea. Gather together a creative team of individuals and brainstorm ideas that create buzz and play off trending concepts. This form of marketing relies on time, energy and imagination rather than budget.
- The goal is to engage consumers with your product. A unique out-of-the-box concept in a public place will cause buzz and intrigue viewers to learn more about your company.
- Here are some examples of guerrilla marketing techniques: Eco-graffiti, chalk graffiti, flash mobs, public relations stunts and street giveaways.



# Cause Marketing:

Cause Marketing allows your company to get involved in the community or associate with a charity. Identify your company with a cause to increase brand awareness while giving back to the community. An example of this marketing would be partnering with a local charity such as “Toys for Tots” during the holiday season. By using social media platforms to promote the organization you will tie your company to that cause while gaining exposure for your own brand. Also consider donating branded items to organizations such as clothing, cups or bike helmets. If your company is putting on an event, an amount of the proceeds can go to a related charity. This is great PR for your company and others involved. Write a press release about the event and charity connection and upload it to the newswire.





# Conclusion:

Congratulations, you've made it through the entire book and thus the entire month of January. If you took this seriously and tried one tip a day then you've formed a habit that won't quit like those other New Year resolutions. These marketing tips will give you a jumpstart to your New Year and hopefully set the tone to form an entire marketing plan for your company for 2014.

We're sure you're extremely capable at this point to manage your own marketing plan, but please contact us if there's any need in our marketing services or even for a simple inquiry.

We wish you and your company the greatest success in this new business year.

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