

BLULEADZ SAMPLE PLAN

"Company XYZ"



Company XYZ Overview

Company XYZ came to us with a clear goal: Boost revenue by 30 percent through digital marketing. The problem: Their website was outdated, and their online presence was practically nonexistent. Compared to their competitors, who were actively blogging, building their social media community, and streamlining their sales process, Company XYZ knew they needed to act fast.

After the client set goals with our strategists, our team developed this plan to demonstrate how individual initiatives align with Company XYZ's big goals. The biggest initiative – their website – was allocated a large portion of their points because the website needed substantial updates. The remaining initiatives, which include HubSpot setup and content creation, lay the groundwork to ultimately drive lead generation and, in turn, revenue.

Points Provided

Monthly Points: 120
Estimated Weekly Points: 28
Points Per Quarter: 360

Major Themes in Strategy

Inbound Marketing Foundation
Website Launch
Content Marketing Strategy
Ongoing Activities

Quarterly Points Breakdown

Company XYZ

