BLULEADZ SAMPLE PLAN

"Company XYZ" \$8,300/mo Retainer

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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 The problem: Their website was outdated, and their online presence was practically nonexistent.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.

Client's Retainer Plan

\$8,300/month retainer, paid on a monthly basis

Points Provided

Monthly Points: 66

Estimated Weekly Points: 16

Points Per Quarter: 200

Major Themes in Strategy

Inbound Marketing Foundation
Website Launch

Website Laurich

Content Marketing Strategy

Ongoing Activities

Quarterly Points Breakdown

Company XYZ

Inbound Marketing Foundation

25%

Goals:

- Set up analytics dashboard and establish metrics.
- Develop buyer personas and add them to HubSpot.
- Create segmentation and lifecycle stage criteria.
- Perform SEO audit and keyword research.

Strategic Initiatives:

- HubSpot Setup (4)
- Persona Development (8)
- Reporting Dashboard Setup (4)
- SEO Audit (20)
- SEO Implementation (4)
- Link Building Set Up (8)

Website Launch

30%

Goals:

• Launch new website by June 2020.

Strategic Initiatives:

- Redesign/Build Homepage (31)
- Redesign/Build Services Template
- Design/Build Interior Template (12)
- Build About Us Page (5)
- Homepage Content (5)

Content Marketing Strategy

30%

Goals:

- Launch marketing campaign including:
- Blog posts to increase brand awareness.
- A lead nurturing email sequence to convert leads into customers.

Strategic Initiatives:

- Content Marketing Campaign Strategy (12)
- 12 New Blog Posts (48)
- Drag & Drop Email Template (4)

Ongoing Activities

15%

Goals:

- Ensure deadlines for initiatives are met.
- Communicate progress and provide supporting information for each initiative.
- Develop and present a datadriven strategy for next quarter.

Strategic Initiatives:

- New Client Internal Briefing (0)
- Kick Off Call Meeting (0)
- Monthly Meetings (3)
- Monthly Snapshots (1)
- Quarterly Strategy (16)
- Flex (3)

Estimated Total:

48 Points

Estimated Total:

65 Points

Estimated Total: 64 Points

Estimated Total: **23 Points**