



Marketing Planner

To Grow Your Business

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RND will help you...

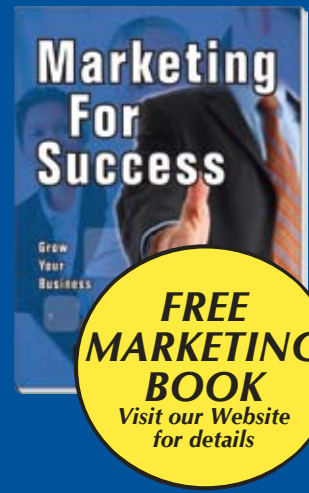
To go anywhere you need a plan. In the world of successful marketing, that translates into developing budgets, marketing objectives and marketing methods. It is also important to put your plan in writing, execute it and monitor the results.

RND has helped thousands of companies in your industry develop effective marketing plans and professional promotional materials to positively impact growth. RND is your industry's marketing leader, producing everything from the design to the finished product.

Can we offer you ideas today?

See hundreds of marketing and layout ideas

RNDsigns.com



Step 1

Things to Think About:

Remember that the success of your marketing plan pushes the success of your financial plan.

How many new customers will you need to replace your cancelled customers and how many more customers will you need to grow?

Do you know how many marketing impressions you will need to get one lead?

Do you know how many leads you will need to get one sale?

What additional services can you offer that your customers need?

Your customers are your best source of revenue growth. Are you routinely marketing services to your customers?

Growth & Budget Decisions

How much do you want to grow your business?

Start by writing down what your current annual sales are and where you would like your sales to be in 12 months. Next, compute some answers to the following questions. What is your average sale per customer? How many new customers will you need to achieve your sales growth? How many marketing impressions will you need to attract the required number of new customers? What is the total cost of your marketing plan? Can your financial budget accommodate your budgeted marketing expenditures? For your information, most companies spend 5 to 15 percent of revenue on marketing.

Example of How to Determine your Marketing Budget

Present Gross Sales	\$250,000
<hr/>	
Projected Sales (Targeting 20% Growth).....	\$300,000
What is your Renewal Rate? (Assuming 80% Renewal) \$250,000 Present Gross x 80% Renewal Percentage equals.....	(\$200,000)
New Sales Needed to reach \$300,000 sales goal	\$100,000

How many marketing impressions will you need to achieve \$100,000 in new business. If you assume \$1 in revenue for every marketing impression, you would need combined marketing equal to 100,000 impressions.

Another method would be to compute your average sale. Assuming an average sale of \$1,000, you would need 100 new customers to generate \$100,000 in new business. A 1 percent return on 100,000 marketing impressions would provide 100 new customers and the desired revenue.

The marketing cost of 100,000 impressions will vary depending upon the various marketing methods you select. For example, a customer stuffer delivered with your invoice will cost much less than a bulk rate postcard.

Step 2

Idea Development

What marketing methods will best meet your objectives?

The primary objective at this stage of the planning process is to determine the best paths to maximize your marketing return on investment.

Every effective marketing plan needs to utilize a combination of marketing methods to develop leads, promote to customers and close sales.

Things to Think About:

Do you supply your salespeople with the proper tools and knowledge to maximize closing percentages?

Do you have the right people in place to answer phones, complete estimates, sell and follow-up?

Is your website up-to-date, easy to navigate and offer value to your customers?

Have you developed effective calling or marketing lists with which to promote?

Have you utilized RND to maximize your professional image with quality photography and design?

Do your marketing materials state benefits, offer solutions, solve problems, offer a reason to buy now and make it easy to reply?

What is the distance between your written branding objective and how your customers perceive your brand?

Do all of your customer touch points with your company build your brand?

Target Lead Development

To Cancelled Customers

To Rejected Estimates

To Neighbors of Customers

To New (Move-in) Homeowners



Marketing Methods

- Postcards
- Flyers
- Letters
- Door Hangers

Blanket Lead Development

To Complete Zip Codes

To Neighborhoods in your Marketing Area



Marketing Methods

- Postcards
- Flyers
- Door Hangers
- Curb Signs

See Hundreds of Marketing Ideas Online

That Have Been Utilized by Companies Throughout the United States

Close More Sales



by Using Professional Sales Tools

Marketing Methods

- Sales Brochures
- Presentation Folders

Build Customer Revenue

by Selling Add-on Services Throughout the Seasons
(Suggestions Below)



Marketing Methods

- Newsletters
- Postcards
- Invoice Stuffers
- Point of Sale Signs

A Sample List of Add-on Services to Promote to Customers

Maintenance	Landscape	Pest
<ul style="list-style-type: none"> • Core Aeration • Lime/Gypsum Soil Treatments • Seeding • Grub Control • Fire Ant Control • Lawn Diseases • Winterizer Fertilizer • Spring & Fall Cleanup • Snow Removal • Tree & Shrub Fertilizing 	<ul style="list-style-type: none"> • Landscape Design • Planting • Bed Maintenance • Pruning • Ponds & Water features • Hardscapes • Retaining Walls 	<ul style="list-style-type: none"> • Perimeter Pest Prevention • Mole Control • Mosquito Control • Tick Control • Termite Control • Bed Bugs • Wildlife Management • Household Pests • Organic Pest Control

Step 3

Writing Your Marketing Plan

When do you want to implement your new marketing methods?

Use these sheets to organize your thoughts and turn them into actions.

January			
Marketing Method	Quantity	Cost	Sales Results
Total			

February			
Marketing Method	Quantity	Cost	Sales Results
Total			

March			
Marketing Method	Quantity	Cost	Sales Results
Total			

April			
Marketing Method	Quantity	Cost	Sales Results
Total			

May			
Marketing Method	Quantity	Cost	Sales Results
Total			

June			
Marketing Method	Quantity	Cost	Sales Results
Total			

July

Marketing Method	Quantity	Cost	Sales Results
Total			

August

Marketing Method	Quantity	Cost	Sales Results
Total			

September

Marketing Method	Quantity	Cost	Sales Results
Total			

October

Marketing Method	Quantity	Cost	Sales Results
Total			

November

Marketing Method	Quantity	Cost	Sales Results
Total			

December

Marketing Method	Quantity	Cost	Sales Results
Total			

Annual Totals and Results

Total Quantity of Impressions of All Marketing Events

Total Cost \$

Sales Budgeted \$

Sales Results \$