MKT 625 9-2 Final Project: Marketing Plan

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MKT-625-Q3282 Strategic Digital Marketing
21TW3
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The marketing plan for The TRUTH about Motherhood project is a strategic plan to address the business challenges of the need to increase brand awareness, managing workflow and customer satisfaction**.** This will be addressed by growing the website traffic and SERPS ranking with its key demographic through SEO optimization and PPC efforts and growing brand loyalty among Facebook followers. This will be addressed through targeted SEO, PPC and Facebook campaigns within the outlined budget.

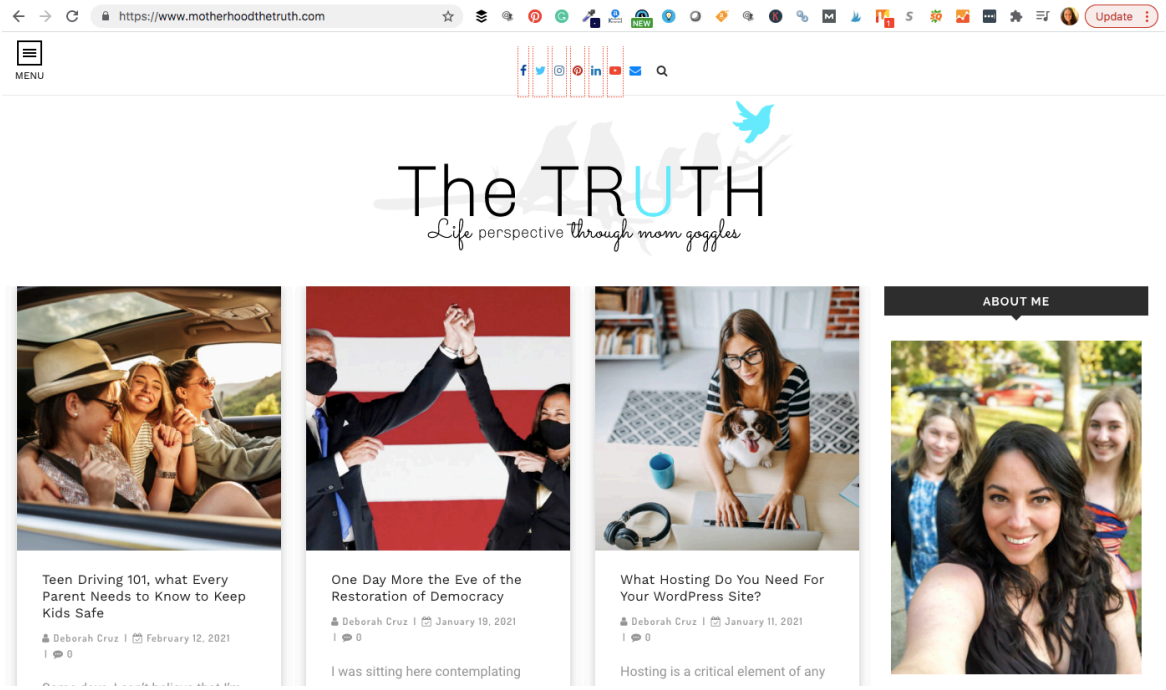
Digital Marketing Concepts

Brand

The client chosen for this project is The TRUTH about Motherhood, a parenting and lifestyle website that provides entertaining and informative content delivered with an authentic and honest voice. The website's target audience is parents who are expecting or have children of all ages. According to Google Analytics, they are college educated professionals, middle-class, men and women age 18-45, with 25-34 being the most active demographic.

The TRUTH about Motherhood was created in 2009 by Deborah Cruz who creates all the content on the site. Deborah is The TRUTH about Motherhood. The website partners with brands that are appealing to the key demographic to write compelling stories to share their products with the TRUTH's audience. I chose The TRUTH about Motherhood as my client because it has a lot of growth potential with increased brand visibility via better Google page-ranking, search engine optimization and increased traffic via more strategic content creation. According to MOZ.com, The TRUTH about Motherhood already has a strong domain authority of 42 and is an established and trusted resource in the digital parenting space for over a decade.

The TRUTH about Motherhood website: https://www.motherhoodthetruth.com



Facebook: https://www.facebook.com/thetruthaboutmotherhood/
5484 Followers

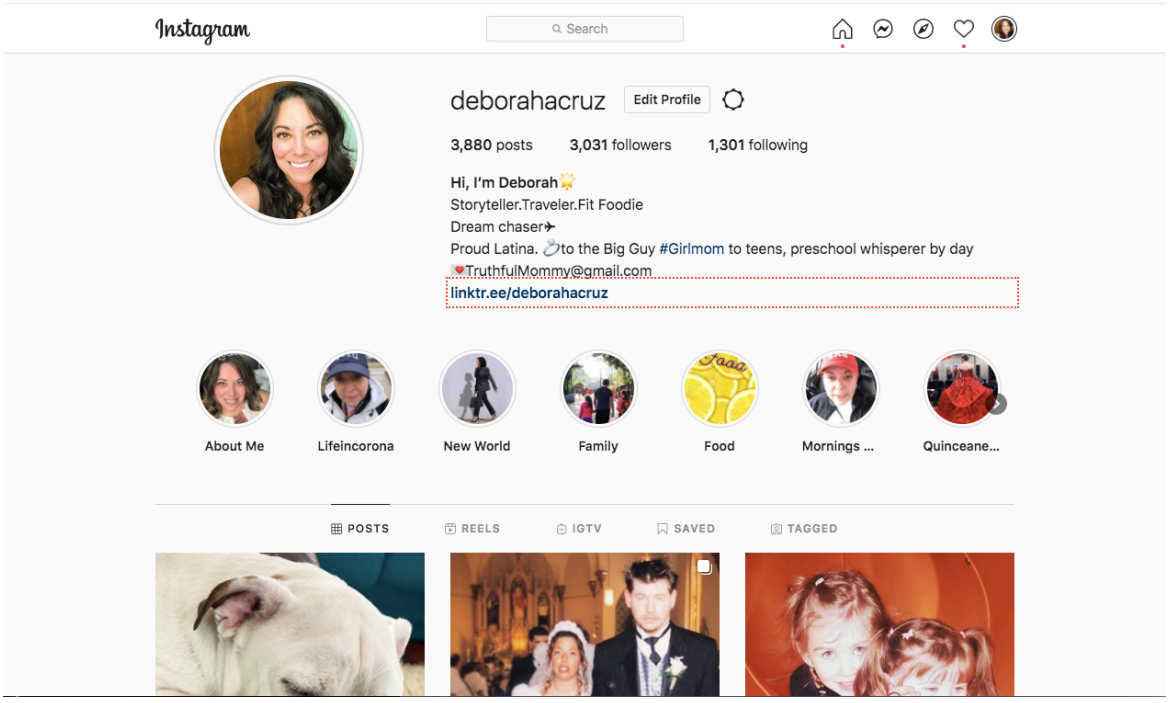


Twitter: https://twitter.com/DeborahACruz

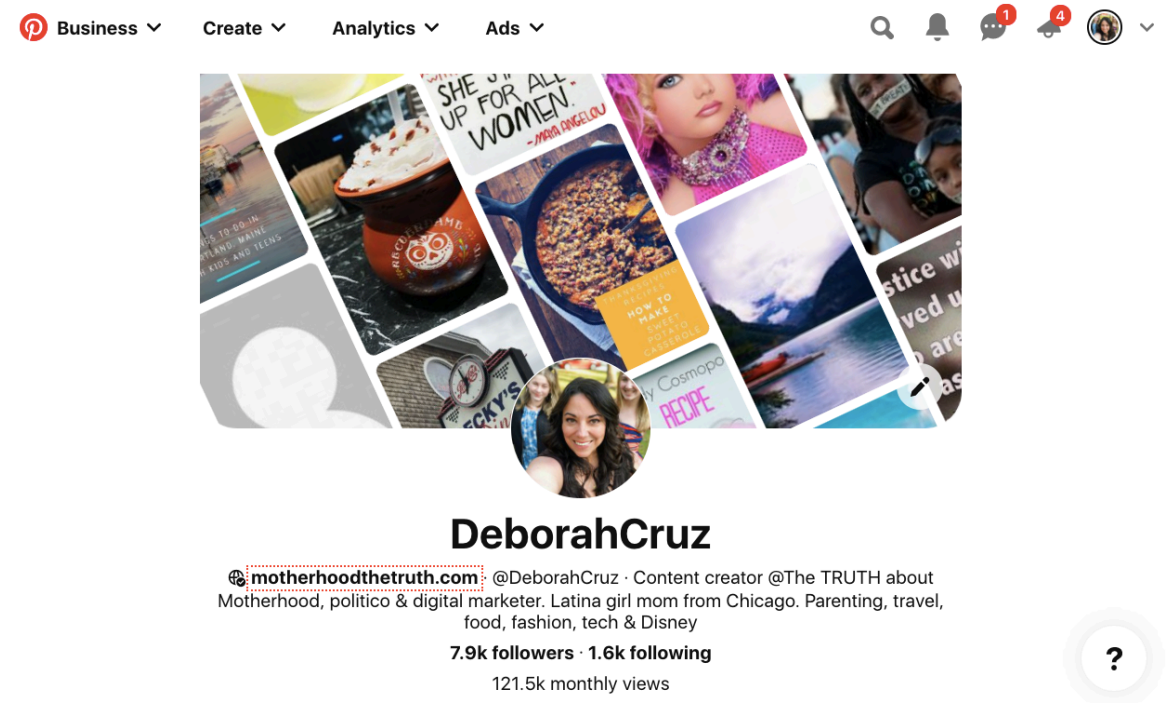
8944 Followers



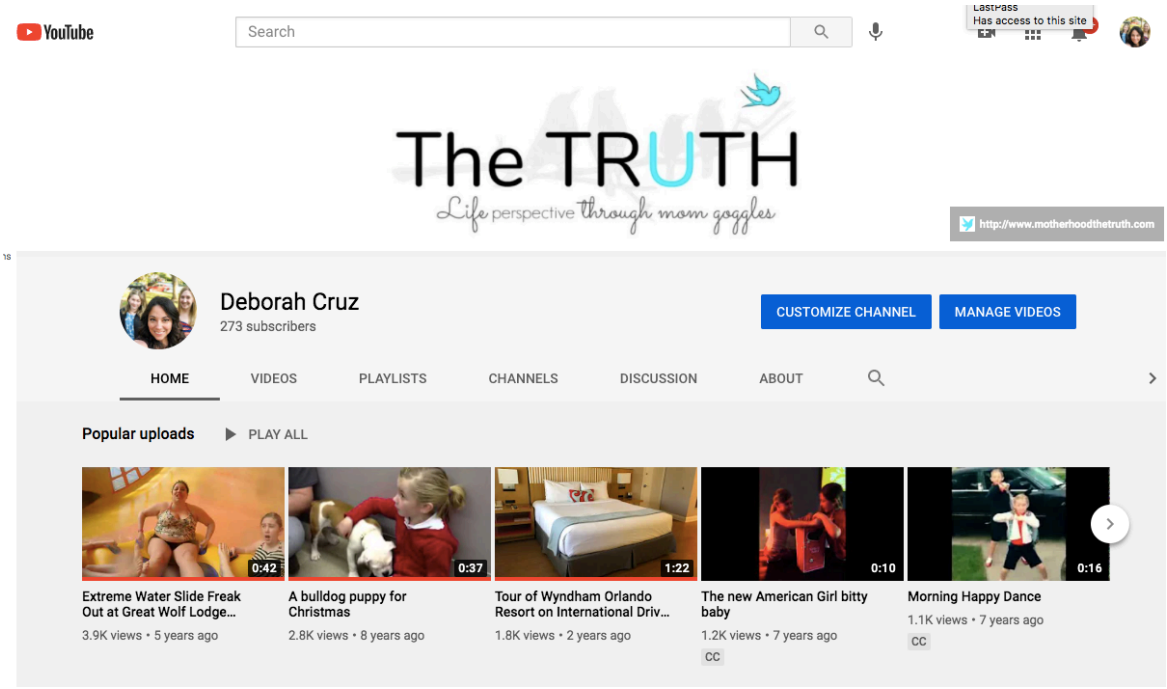
Instagram: https://www.instagram.com/deborahacruz/
3031 Followers



Pinterest: https://www.pinterest.com/DeborahCruz/
7.9K Followers



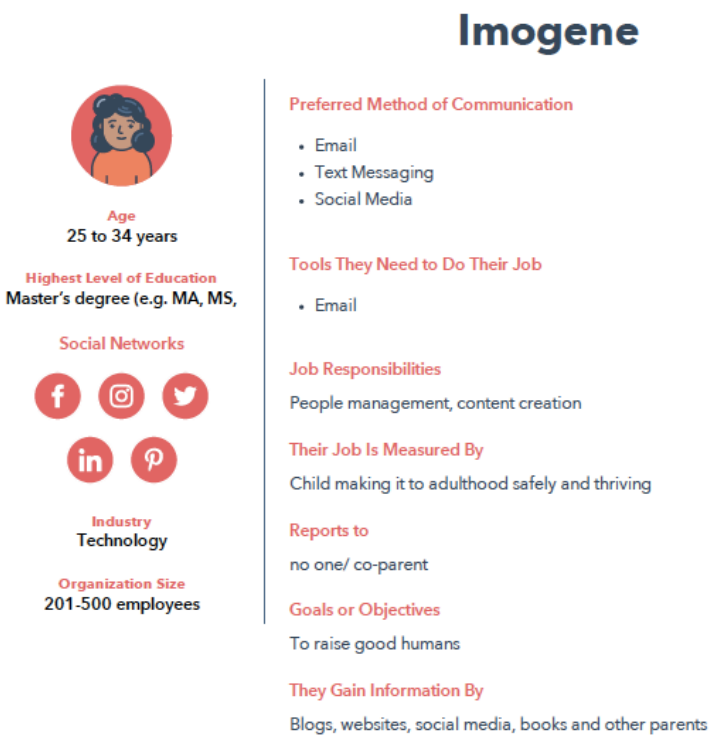
YouTube: https://www.youtube.com/deborahcruz
273 Followers



Customer

The target audience for The TRUTH about Motherhood is college-educated, professional, middle-class moms or women who are expecting ages 18-44 with the highest engaged demographic group being age 25-34.

Buyer persona:



Some trends within this target demographic are:

Women in the workforce. In 2018, around 76 million women aged 16 and above made up 46.9% of the overall labor force. Moms perceive blogs by other moms to be very credible sources of information. Those moms have a combined buying power over $2.4 trillion annually, and those women control and influence 85 percent of all household purchases.

Millennials being a dominant generational demographic, 72.1 million strong, means wielding a sizable purchasing power. Millennials are projected to spend $1.4 trillion this year and are not in any hurry to buy big ticket items, as most are still living at home with parents.

The TRUTH about Motherhood's target demographic audience belongs to TikTok, Twitter, Facebook, Instagram, LinkedIn and YouTube. The content is not misaligned with the intended consumers but there needs to be more variety of types of posts. The brand is missing the mark and at times the postings are going live at too close intervals causing them to appear spammy. More often than not, the brand needs to engage more, post more consistently, share more personal content and respond quicker on Facebook, Twitter and Instagram. The brand should be posting twice a day on Facebook, 3 times a day on Twitter and once a day on Instagram but there appears to be no consistent posting schedule.

After following the target audience through all social media channels, communities and the blog the digital conversation revolving around The TRUTH about Motherhood's related topics is engaging on other similar site's platforms when it's a closed or anonymous group dynamic but when it is an open platform, where everyone can see what's being posted, the target demographic seems to be less likely to interact as openly.

Compared to closed forums where the demographic is more comfortable speaking honestly about the challenges of parenthood. In my experience in the space, this has a lot to do with the topic and fear of being judged by other moms as a failure. However, when honesty in struggles and failures that are relatable are shared, this group can be very supportive. The feeling is that parenting space is highly divisive and an absolute high risk, high reward space.

Given my analysis of The Truth's target audience's online behavior, I do not think the company's social media marketing initiatives are effective. Some things that they could change to help its social media presence be more effective are:

- Engage directly with community members.
- Post consistently.
- Respond to comments in a timely manner.
- Nurture a deeper more meaningful relationship beyond just content distributor and audience.
- Humanize posts so they are relatable.
- Provide more niched content for more diversified group; all moms are not created equal.
- Speak to the community not at them. A social media community is not a soapbox.
- Invite some key, active and involved community members to be moderators.
- Acknowledge and reward members of the community who are active in promoting lively conversations.
- Be an asset to moms, provide informative and entertaining posts that answer questions that moms need answered.

The company can use the digital conversations in developing new marketing initiatives by:

- Polling the audience to ask what content they want to see.
- Encouraging members to invite their mom friends to be part of the community.
- Focus attention on platforms that might be more engaging to the key demographic like TikTok for millennial moms.

- Using the buyer persona to create the brand's social media brand voice so that it aligns.
- Seeing what content works with target demographic and what doesn't.

The client can maximize these opportunities by:

- Giving the audience what resonates with them, in a way that engages them.
- Posting more of what works and less of what doesn't.
- Creating a content calendar and post frequently.
- Automating social posts to go live.
- Repurposing content across different platforms.

Challenge

The TRUTH about Motherhood is facing the following business challenges;

1. Need to increase brand awareness

The business has been around for over a decade but traffic is lower than desired. If readers can't find you and don't know who you are, they can't subscribe, become fans and visit the website. To grow a business, people need to know the company exists. This could be helped by consistently posting on social media and on the blog and engaging more.

2. Managing Workflow

As a 1-person business, it can be overwhelming without a clear, detailed schedule for posting on blog and social media. Because the content creator is doing everything themselves, they are dropping the ball and missing opportunities to grow.

3. Customer satisfaction.

To get readers to become subscribers, fans and referrers of the Truth about Motherhood, the experience needs to surpass the expectations of visitors. Posts need to be engaging, succinct and deliver information that readers are looking for. By doing this, readers will return, trust will be earned, traffic will increase, engagement will increase and this will open more opportunities for revenue growth because more page views= higher compensation collaborations.

The TRUTH about Motherhood is an international company with a global audience while a majority of fans are located in the United States, the UK, Canada, Australia and China. The top cities, according to Google Analytics are New York, Atlanta, Chicago, Paris, London, Los Angeles, Melbourne, Zhengzhou, Houston, Dallas, D.C., Boston and Orlando. With the pandemic, everyone is being hit equally. As The TRUTH about Motherhood is a digital service, as it provides reviews and sponsored content creation work could continue as it was always done remotely. However, sponsorship money dried up because it is uncouth to promote luxuries like travel and trivialities like botox when the whole of the world is essentially on lock down and it wasn't safe to be in general public. A severe pivot was needed.

The TRUTH had to change directions and began partnering with brands that addressed challenges of living in a CoVid world; writing about things like how to safely send kids back to school in a pandemic, best ways to spend your time, products that helped parents and children survive online learning and even promoting vaccinations and cleaning supplies. As a content creator, you always have to be aware of what is going on in the world including pandemics, political movements, elections and changes in society. Being tone deaf or not reading the audience will result in losing fans and followers. Just because the company is located in Chicago does not mean that all of the clients are and that always has to be considered when creating content.

Purpose

The two marketing components for the client for my digital marketing campaign are:

The digital tactic is a search engine optimization initiative. The TRUTH about Motherhood produces quality, compelling content but is not utilizing search engine optimization as effectively as it could be and this is causing less visibility in SERPs, resulting in less conversions and lower rates for brand partnerships. This also makes it harder for potential customers to see the product being offered, as well as, being less efficient at serving its target demographic simply by not being on the first page of Google.

To improve SEO The TRUTH about Motherhood can invest in a few different tactics;

- On-page SEO optimization, off-page SEO optimization, technical SEO optimization, custom SEO strategy, keyword research, call, lead and revenue tracking and competitor analysis and monitoring.

PPC tactics to improve SEO:

- Advanced Keyword research Campaign strategy, ongoing keyword development, dynamic keyword insertion into ads, Google & Bing PPC Networks, Google Display Network, Google Customer and audience match, Gmail competitor ads and ongoing evaluation and monitoring of campaigns.

A social media campaign focused on FB growth by engagement. Facebook is the largest social media site in the world with 2.6 billion monthly active users as of 2020 (Geyser, 2021). Currently, there is a lack of consistent posting and no editorial calendar. As a one-person business, there is definitely a lack of time and people to effectively provide consistent quality of content and follow up amplification, resulting in fatigue. In order for the company to grow and maintain the

quality of the content it is known for, time management and stricter adherence to a schedule needs to be in place. According to Quicksprout, not consistently posting content, not effectively keyword targeting and not ranking on the first page of Google all contribute to lower conversion rates, ("What Matters To Google: Ranking Factors in 2021," 2019).

Content must be created with a specific, clearly-defined target audience in mind. The content must be useful to the buyer persona and motivate them to take the actions the brand calls for whether that is returning, subscribing, sharing, liking or commenting.

Facebook growth tactics:

Data driven social media strategy, post original social media posts, using custom images, perform a social media account audit, perform brand reputation analysis, daily social media monitoring and boost post ad.

The 2 marketing concepts are both targeted at growing the brand through engagement and consistency by being where the audience is and getting eyes on the content. The channels are Facebook and the blog.

Campaign goals are as follows:

- The above steps to improve SEO will help to grow page view traffic to 50K per month within the next 6 months and then to 100K per month within the next 12 months. Great storytelling with an authentic, relatable voice will be used for every post. SEO will be utilized consistently via thorough keyword research before producing content than creating content that is interesting and of use to the audience. Every post will end with a strong call to action. Most importantly, an editorial calendar will be implemented to con-

sistently post content and build brand loyalty and none of this will take place until after the development step has been thoroughly executed with the aforementioned steps above.

- To grow Facebook follows to 7500 within the next 6 months and to 10K within the next 12 months. In addition to the steps mentioned above, a well-researched posting schedule that gives the audience what they want, when they want it consistently and replies to comments within 4 hours will be put into place.

The metrics to be used will be page views and bounce rate via Google Analytics and Facebook insights to track growth on Facebook and to keep track of which postings are appealing and engaging to the TRUTH about Motherhood audience and what is not.

In addition, using Critical Mention and social mention would be helpful to learn what's working with the audience and why. With Critical Mention, you can track and analyze your brand on social channels, stay on top of what's trending in your industry, and gain insights on sentiment and trends. This tool helps in establishing some baseline numbers like your engagement score, the number of clicks to your social page, the number of followers you've gained, and so on which comes in handy when you perform a social media audit (Ramakrishnan, 2019).

Social Mention allows you to easily track and measure what people are saying about you, your company, a new product, or any topic across the web's social media landscape in real-time. All of this is useful for a social media audit because it helps you discover the context in which your brand is being talked about which in turn will help tweak your content strategy and avert a crisis if one should arise (Ramakrishnan, 2019).

These metrics will give a clear and concise measurement of whether or not the strategy is working and they are industry standard metrics.

By paying attention to what The TRUTH's audience is saying about the brand, what they are talking about in the world it will make pivoting to cater to the audience easier and more effective.

Budget for the Initiative

According to WebFX, budget allocated for these assets would be as follows:

SEO would cost about $3275 per month with an initial investment of $9200.

PPC would cost for an aggressive plan (entry level) 15% of ad spend/month with an initial investment:$750 +1 months management fee $1200 minimum. Social media services to grow Facebook following would cost $1850 per month with $200- $400 boosted ad spend per month.

I.In total the assets would cost $13400 the first month of the campaign and an estimated $6525 to $6725 for the duration of the campaign.

The TRUTH about Motherhood is an established company with lots of content so it doesn't need to waste budget on content creation but it does need to invest budget in SEO, PPC and Facebook advertising. If you lump content marketing into what you consider SEO spending, it can make up as much as 50% or more of a digital marketing budget. The more time you devote to SEO and content creation, the faster you should be able to expect results (Kendig, 2017).

According to my research, small businesses spend an average of $30,000 a year on their social media budget ours is between $24,600 to $27,000. In 2019, B2C companies like ours spent between 5-10% of their budget on social media marketing with that percentage jumping to 24.7% by 2024 for B2C businesses who provide a service (Sehl, 2019). With this reasoning, currently in

2021, the annual spend for social media would be around 16% of the total digital marketing budget.

According to the costs of assets as presented above;

The first month would need a budget of $13200 to $13400.

Ever month after that would cost $6525 to $6725.

That would be a grand total of $71775- $73975 for 11 months.

For the year, the budget for the assets would be $84975 to $87375.

The budget would be allocated as specified. The TRUTH about Motherhood is a small B2C company with a restricted budget and they need to generate revenue to continue with the digital strategy so PPC is the obvious starting point. It can be turned on or off in real time and can get you highly relevant traffic from day one. In terms of priorities, I would prioritize PPPC to get lots of views immediately and get rapid growth, next, SEO as search engine optimization is a long game but has the potential for unlimited organic growth and lastly, targeted Facebook advertisements to build brand awareness and stay connected and engaged with the audience.

II. Timeline for the Initiative

According to our module overview, if The TRUTH about Motherhood started a 12 month campaign this month is would look like this:

1.Strategy Component: April 1st through June 30th

2.Development Component: July 1st through December 31st

3.Deployment Component: October 1st through March 31st

4.Evaluation Component: November 1st through March 31st

MARKETING PLAN CALENDAR WITH BUDGET TRACKER

YEAR TO DATE TOTAL		
BUDGET	SPENT	VARIANCE
$ 87,375.00	$ 13,400.00	⚠

ADVERTISING TOTAL: ⚠ ⚠ ⚠

WEBSITE						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE
Strategy A	Search Engine Optimization (SEO)	April	Middle class 18-45 year old, college educated women who	$ 45,225.00	$ 13,400.00	$ 31,825.00
						$ -
						$ -
Strategy B	Pay-per-click (PPC)	April	Middle class 18-45 year old, college educated women who	$ 15,150.00	$ 1,950.00	$ 13,200.00
						$ -
						$ -
Strategy C						$ -
						$ -
						$ -
			WEBSITE TOTAL:	**$ 60,375.00**	**$ 15,350.00**	**$ 45,025.00**

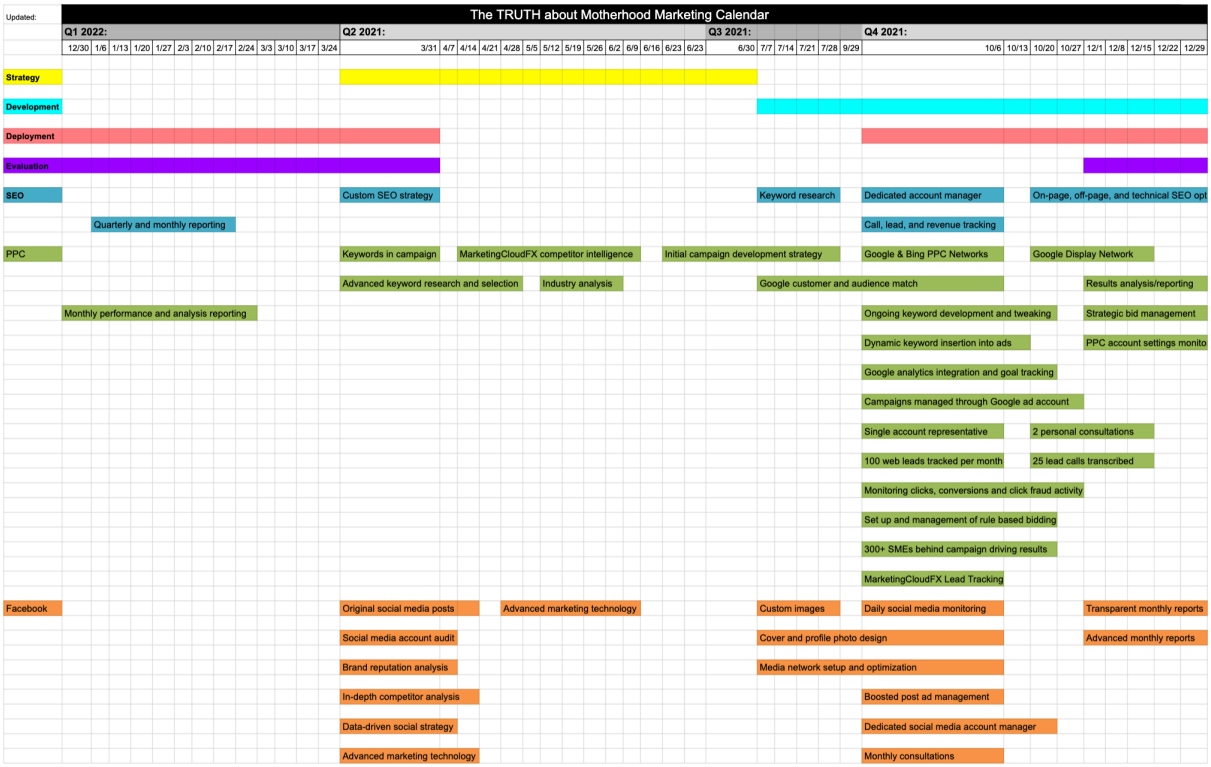
SOCIAL MEDIA						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE
Strategy A	Targeted Facebook Advertising	April	Middle class 18-45 year old, college educated women who	$ 27,000.00	$ 2,250.00	$ 24,750.00
						$ -
						$ -
Strategy B						$ -
						$ -
						$ -
Strategy C						$ -
						$ -
						$ -
			SOCIAL MEDIA TOTAL:	**$ 27,000.00**	**$ 2,250.00**	**$ 24,750.00**

RESEARCH						
STRATEGY	TACTIC	DEPLOYMENT MONTH	TARGET AUDIENCE	AMOUNT BUDGETED	AMOUNT SPENT	BUDGET VARIANCE
Strategy A	Measurement	November	Middle class 18-45 year old, college educated women who			$ -
						$ -
						$ -
Strategy B	Evaluation	November	Middle class 18-45 year old, college educated women who			$ -
						$ -
						$ -
Strategy C	Adjustments	Ongoing starting from October	Middle class 18-45 year old, college educated women who			$ -
						$ -
						$ -
			RESEARCH TOTAL:	**$ -**	**$ -**	**$ -**

Ac-

cording to my research of costs of services for similar campaigns, with the above budget used as a basis, are as follows:

If SEO services cost $9200 the first month of services and $3275 per month thereafter and there are 7 separate services included, each service would cost $1314 per service the first month and $467 per service each month after that. That's $45,225 for the SEO budget per year.



The marketing campaign is set to begin a month ahead of the 12th anniversary of the creation of The TRUTH about Motherhood. The purpose of the campaign is to grow the website in a year long celebration of the anniversary showcasing not only where the brand has come from but where it is going and growing. The TRUTH about Motherhood is a parenting and lifestyle web-site started to share the trials and tribulations of parenting. The youngest daughter of the author will be starting high school this fall. This May is also the end of her 8th grade year. The audience has watched her grow up since she was 1-year-old. The celebration is a milestone that the the long time audience will be invested and engaged in and that should result in amplification.

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