MKT 625 7-2 Final Project Milestone 4: Budget and Timeline

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Budget

For the TRUTH about Motherhood to reach its marketing goals of increasing brand loyalty and boosting brand awareness, the marketing assets I would focus on would be improving search engine optimization, PPC and a social media plan to grow the Facebook following.

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. 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 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.

I broke them down as follows:

- On-page, off-page, and technical SEO optimizations (Deployment)
- Dedicated account manager (Deployment)
- Custom SEO strategy (Strategy)
- Keyword research (Development)
- Call, lead, and revenue tracking (Deployment)
- Competitor analysis and monitoring (Evaluation)
- Quarterly and monthly reporting (Evaluation)

If PPC Cost is an initial investment of $750 +1 months management fee $1200 minimum and $1200 each of the following months. There are 26 separate services included, each service would

cost $75 per service the first month and $46 per service each month after that. That is $15,150 PPC budget per year.

I broke them down as follows:

- Keywords in campaign (Up to 2000) (Strategy)
- Google & Bing PPC Networks (Deployment)
- Google Display Network (Deployment)
- Google customer and audience match (Development)
- Gmail competitor ads (Deployment)
- MarketingCloudFX competitor intelligence (Strategy)
- Initial campaign development strategy (Strategy)
- Advanced keyword research and selection (Strategy)
- Industry analysis (Strategy)
- Ad performance testing (Evaluation)

- Ongoing keyword development and tweaking (Deployment)
- Dynamic keyword insertion into ads (Deployment)
- Google analytics integration and goal tracking (Deployment)
- Results analysis/reporting (Evaluation)
- Strategic bid management (Evaluation)
- PPC account settings monitoring (Geotargeting) (Evaluation)
- Campaigns managed through Google ad account (Deployment)
- Single account representative (Deployment)
- 2 personal consultations (Deployment)
- 100 web leads tracked per month (Deployment)
- 25 lead calls transcribed (Deployment)
- Monitoring clicks, conversions and click fraud activity (Deployment)

- Set up and management of rule based bidding (Deployment)

- Monthly performance and analysis reporting (Evaluation)

- 300+ SMEs behind campaign driving results (Deployment)

- MarketingCloudFX Lead Tracking (Deployment)

If Social Media Service cost $1850 per month + $200 - $400 boosted post ad spend per month bringing the monthly total to $2050 to $2250. There are 15 separate services included, each service would cost $137 to $150 per service per month. That's $24,600 to $27,000 per year on social media.

I broke them down as follows:

Social media management services include:

- Original social media posts (Strategy)

- Custom images (Development)

- Cover and profile photo design (Development)

- Media network setup and optimization (Development)
- Social media account audit (Strategy)
- Brand reputation analysis (Strategy)
- Boosted post ad management (deployment)
- In-depth competitor analysis (Strategy)
- Data-driven social strategy (Strategy)
- Dedicated social media account manager (Deployment)
- Daily social media monitoring (Deployment)
- Monthly consultations (Deployment)
- Transparent monthly reports (Evaluation)
- Advanced monthly reports (Evaluation)
- Advanced marketing technology (Strategy)

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.

Broken down further into:

SEO	1st month	Remaining 11 months
Strategy:	$1314	$467
Development:	$1314	$467
Deployment:	$3942	$1401
Evaluation:	$2628	$934

PPC	1st month	Remaining 11 months
Strategy:	$375	$231
Development:	$75	$46
Deployment:	$1095	$692
Evaluation:	$375	$231

Social Media Services	$2050 budget	$2250 budget
Strategy:	$820	$900
Development:	$409.8	$450
Deployment:	$546.4	$600
Evaluation:	$273.2	$300

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.

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:	**$ -**	**$ -**	**$ -**

Timeline

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

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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