



Publicita Online Marketing

B U S I N E S S P L A N

"Vision Accomplished"

J u n e 2 0 1 3 / M a y 2 0 1 4

Written and Presented by Dan Willis

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Confidentiality Statement

All information included in this Business Plan is strictly confidential and supplied with the understanding that it will be held confidentially and not disclosed to third parties without the prior written consent of Daniel G. Willis

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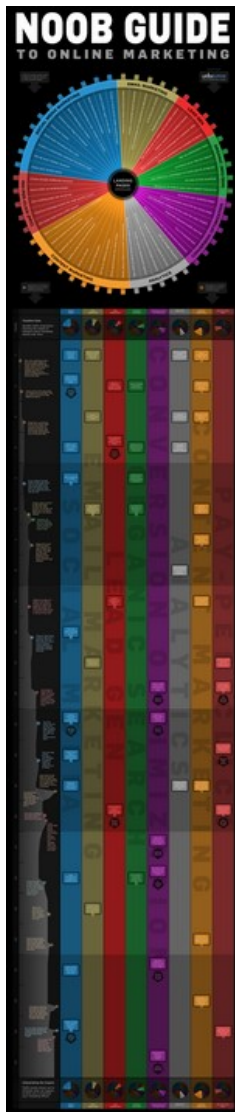
Company Profile

Company Name: Willis

Company Address: 89 Welland Avenue, St. Catharines, ON
L2R 2N2 CANADA

Owner: Daniel G. (Dan) Willis

PUBLICITA is a company dedicated to creating and maintaining the social well being and profitability of client companies using the 8 Disciplines of Online Marketing.



With a service model based on the NOOB Guide to Online Marketing**, Willis provides Clients comprehensive, customer-focused, best-practices in **Social Media Marketing, Email Marketing, Lead Generation, Organic Search Engine Optimization(SEO), Conversion Optimization, Analytics, Content Marketing, and Pay-Per-Click Advertizing.**

For Willis' operations there are no special requirements for technology, services or certification, permits, licenses or registration.

Contracting Willis can mean one of two service packages, the initial contract establishes a monthly retainer of several hundred dollars and builds a foundation for the property by setting up accounts, designing visual resources and building dashboards. The second (sets of) "Pay-for-Play" contract(s) builds specific marketing devices to satisfy established client metrics such as creating social media contest pages with viral features; seeding some Facebook fans; setting up drip campaigns; segmenting and creating lists; answering questions on LinkedIn & Quora; researching and defining core organic search keywords; adding custom reports to Google Analytics dashboard and/or writing an ebook or other technical documents (collateral content).

** Pictured is the massive infographic, NOOB GUIDE TO ONLINE MARKETING. It consists of the 50 tasks on the wheel, seen uppermost, and the bottom section - a 6-month time line in 8 distinct disciplines outlines timeframes, orders of operations and anticipated audience growth goals.

Operating Publicita with limited capital investment is possible because of a ubiquity of tools needed to satisfy clients. With a few inexpensive subscriptions for hosting, emailing and designing; some reasonably priced software and a small upgrade in hardware, the start-up is very manageable. Costs incurred for operations will be kept low and carefully monitored with special attention paid to per-job profitability.

Quarterly financial statements will be recorded in addition to monthly expense recaps.

The need for online marketing has never been greater with billions of people participating and a comparative handful of companies properly managing the medium. The competitive market is not yet crowded serving the small to mid-cap client range, and while local marketing companies may offer some pieces of the online marketing puzzle, Willis is set apart from them with its holistic viewpoint and comprehensive service package.

One out of every seven minutes spent online is spent on Facebook

(Source: ZDNet)

<http://www.business2community.com/social-media/3-social-media-stats-that-will-inspire->

Economically, it makes sense for small to medium sized organizations to better manage online marketing channels. This now-mature marketing and promotion channel, also known as “word-of-mouth” advertising, just doesn’t consistently rank near the top of lists for market credibility, it is also a cost-effective, measurable and actionable form of public relations and customer service. Online marketing gives Publicita Clients results, based on activities that are within the company’s control.

And far from being a top-down, spray-and-pray method of communication like traditional media, online marketing incorporates a feedback loop from individual prospects and customers that is powerful enough to move millions of people to “like”, “share”, and “comment” and subtle enough to discreetly resolve individual customers’ concerns.

Since online marketing can also be a channel for customer service, expensive inbound calls can be avoided. In addition to being a marketing property, online marketing is also a public relations property thereby giving the client twice the bang for his or her buck.

The owner of the company, Dan Willis is the right person to meet and exceed the expectations of client when building social properties. Willis' skill sets and passion have long demonstrated:

- superb story-telling;
- peerless visualizations;
- creative audience development;
- tenacious brand building;
- careful project management;
- successful business development; and
- technical acumen.

Already in place are Dan's years of experience in computer-based authoring and years of experience in traditional and online marketing.

He is a certified, post-graduate, Multimedia Specialist as well as an honours degree recipient in the Film Studies discipline. In a world of increasingly visual communications, Willis' education is complimented with years as a producer and director of community theatre.

His home telephone is registered on the Bell network as Publicita for easy internet search and displaying his company name with every outbound call; he has all the required hardware and software and is familiar with all cloud-based applications needed to operate the business.

Daniel has \$13500.00 budgeted for start-up costs and reliable transportation for visiting clients.

Willis does not require any other financing for start-up. Upgrades to software or hardware or hiring of staff will be taken care of, as needed, through revenues generated by the company.

1. While Willis has no existing orders there are three strong potential customers, with potential value to the business in the first year.

Strong Potential Customers:	Paul Morgan, Plan 2 Profit Ben Morgan, WebSuccess Eric Jones & Associates Rod Lukey, Artesia Homes
Potential Value, First Year:	\$30,000.00

Doing business online and from a home studio, Willis only requires "Errors and Omissions" insurance and a rider on household insurance for the foreseeable future.