

Publicita Online Marketing

BUSINESS PLAN

"Vision Accomplished"

June 2013/May 2014

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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Executive Summary

Businesses large and small are marketing online using the awesome power of the internet. Facebook pages, email blasts, content marketing, Twitter. LinkedIn and Google+ are all you hear about these days. The marketing channel is maturing and even conservative marketers are signing up for fear of being left behind.

Daniel Willis knows the online world better than most. Working with the largest companies in the world for the past 12 years and introducing them to 21st century marketing paradigms, Willis is recognized nationally and internationally as possessing unparalleled expertise. He has the vision to create and execute winning online campaigns, push leading edge content; pull impressive numbers of leads; all the while building audiences loyal to his Client's messages.



Willis is ready to successfully incubate his new business model in Niagara for now, moving into more lucrative markets after 12 months.

In its first year, Willis will achieve \$50,000+ in revenues with 10 clients. When finally successful, Willis will have two or three employees, a book of 25 clients in Southern Ontario and \$250,000+ in annual sales.

Willis, owning a sole proprietorship, will commence operations in time for a fall selling season that takes advantage of year-end budget spends and new-year budget inclusions. It will become clear in these pages that over the summer months of 2013 Willis will be its own first client, setting up its market position and creating the narrative necessary to capture the imagination of its prospects and clients. Using all the principals of online marketing it will eventually provide to clients, marketing its own unique brand, Willis will soon rank among the best known and most respected online marketing companies in Canada.

Website? Check. Facebook? Check. Twitter? Check. When a company embraces social media and online marketing, it follows a company wants to see returns on investments of time and money (especially time) that goes into supporting those channels.

With years marketing online and more years in traditional marketing channels, Willis knows how to make those investments pay. Willis has a rock solid business model and



comprehensive set of product offerings that sets it apart from the competition. SEO? Check. Conversion Optimization? Check. Pay-per-click advertizing? Check.

Clients will discover PUBILICITA is eager to help, always providing value before asking for money and always valuing clients more than money.

It's the right time for Publicita to emerge. Data shows that "everybody" is joining the social media movement, but only a reletive few are truly managing it properly. Not to mention the commitment of its principal. His possession of a proven skill set and the resources at his disposal will carry him forward until the victory banner is unfurled and everyone reads......VISION ACCOMPLISHED!

Mission:

To demonstrate sound strategic thinking, execute logical and creative solutions and provide a focused approach to client service.

We will strive each day with every client to:

- Become your most valuable online marketing resource.
- Develop concepts and solutions based on a sound strategy.
- Provide unparalleled work that highlights our value.
- Foster an atmosphere that encourages the open exchange of ideas.





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, customerfocused, 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/socialmedia/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-mouse" 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 will 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.