



**Uptown
Studios**

DESIGNS FOR SOCIAL CHANGE

**UPTOWN STUDIOS 3-MONTH MARKETING
PLAN FOR SMALL BUSINESS OWNERS**

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INTRODUCTION

Hello! Welcome to your 3-month marketing plan. As a small business owner or employee, we understand that these times are challenging for you and all of us. In the midst of it all, it can feel very intimidating to sit down and “create” something. However, from all of us at Uptown Studios, we want you to know we are here to help!

This 3-month marketing campaign is designed to help small businesses like yours. Here, you will find an easy to apply marketing plan. We have included strategic recommendations for moving forward, tactics, and tools for measurement. Since we aren't there to help you in person, we have added an explanation to detail what each section is and how they relate to each other. We have also linked to many articles to help aid in your understanding of each concept.

If you do run into any issues? Holler at us! We are always only an email away. Okay, ready? Let's get into it.

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CAMPAIGN GOAL

When you want to create a marketing campaign, you first need a goal. Your goal for this campaign is to stay “top of mind” and build brand loyalty. So, your written goal is:

“This campaign is designed to help maintain positioning, keep the audience engaged, and increase use of your service and offerings.”



CAMPAIGN OBJECTIVES

Now that you have your goal, working with 3-5 specific objectives that are aligned with your campaign goal will begin to help you break down how to accomplish what you set out to achieve. Feel free to add two more objectives of your own to this plan! However, more than five and you will likely bite off more than you can chew or begin to create something conflicting or repetitive.

For the purposes of this campaign, your objectives are:

- + **Raise brand loyalty by 10% in three months.**
- + **Grow audience engagement by 10% within three months.**
- + **Increase audience awareness of your services and offerings by 10% in three months.**

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CAMPAIGN STRATEGIES

Lastly, your objectives build into your campaign strategies. These are how you will “actionably” begin to address your objectives. While these are very similar to your objectives, they go even deeper. Feel free to add 1-2 more strategies only if you also added 1-2 more objectives. Each strategy addresses the specifics of one objective.

For the purposes of this campaign, your strategies are

- + Utilize emotional messaging to connect to your audience and to highlight the impact of COVID-19 and any new way of doing business or precautions you are taking.**
- + Develop a social media campaign to increase the level of brand awareness through messaging around your services and offerings, your new way of doing business, and any precautions you are taking.**
- + Refresh your website and marketing materials to reflect recent changes.**

MEDIA PLAN

Owned Media

Owned Media are the media outlets you “own.” This is usually things like all of your social media channels, your website, your blog, and if applicable, things like a podcast, newsletter, or forum. The following plan will detail specific strategies of how you can use the media you already own to address your campaign objectives. Each strategy will be listed with detailed tactics and a rationale. Think of the tactics as your “to-do” of each strategy. The rationale is basically just the reason why you should do something and the effect you are looking to create by working with that strategy.

Organic Social Media

Organic social media helps build a community of loyal followers and customers by posting relevant content and interacting with those who are already interacting with your brand. Here, “organic” just means any actions taken on social media that don’t have money behind them. So, this plan will not include paid social media ads.

| Strategies | Tactic | Rationale |
|--|--|---|
| <p>Create a consistently branded social media campaign highlighting services, how you’ve been impacted by COVID-19, and how you’re moving forward.</p> <p>Design the ads to have something consistent in each ad. Use the same colors and fonts, use the same filter if it is a photo. This will help brand your campaign.</p> | <p>Social media content calendar and management for two of the below channels:</p> <ul style="list-style-type: none">+ Facebook+ Instagram+ Twitter+ LinkedIn <p>Posts will include:</p> <ul style="list-style-type: none">+ Emotional messaging+ Branded graphics+ Industry news and articles | <p>Being active on social media keeps you top-of-mind, reaches your audience where they are, at their fingertips, and provides an easy opportunity for them to engage with you.</p> |
| <p>Perform updates to Google My Business</p> | <p>Change your business hours.</p> <ul style="list-style-type: none">+ If business hours have changed, update open and close times. <p>Update your business description.</p> <ul style="list-style-type: none">+ Explain whether or not your business operations are affected by COVID-19.+ Share information about any extra precautions your business is taking.+ Share detailed weekly updates about what’s going on with your business through Google posts.+ Update contact information. | <p>If you’ve changed your business hours or are no longer working in the office, updating your Google My Business information to reflect your changes keeps your page relevant and top-of-mind for your audience.</p> |

Blogs

Blogs give organizations a platform to create and share their story in their voice, and from their unique perspective.

Strategies

Develop a “Latest News and Events” blog series describing your new way of doing business, precautions you are taking with COVID-19, and how you’re moving forward.

Tactic

Monthly blog series that rotates through stories that highlight:

- + How your industry has been impacted.
- + Your new way of doing business.
- + Emotional and positive storytelling.

Rationale

Well written content has the opportunity to reach community members on a more personal level and can be shared through social media to help increase its reach.

Website

Websites help establish credibility and are often the first impression people have of your brand. Now, with all eyes online, it’s more important than ever to ensure your website is up to date.

Strategies

Implement website updates that create a more friendly user experience.

Tactic

Recommended Updates:

Homepage Banner:

- + With COVID-19 update. [Here is an example.](#)

Landing Page

- + Develop Landing Page design and content detailing how COVID-19 is affecting your business and any extra precautions your business is taking

Rationale

The website is often times the first impression people have of the brand. Implementing updates will help communicate that you are active and paying attention.

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CONCLUSION

Armed with a plan, sometimes it can still feel a little difficult to actually get going. Don't stress! We've detailed exactly how you can begin in the plan above. Start with the strategies, brainstorm how you can apply each tactic to your own marketing, and just begin. Feel free to alter this plan as you'd like, just keep in mind the overall structure of each objective, and don't forget to consult this plan's original goal before you accidentally bite off more than you can chew. This plan will help you stand above the crowd and create brand loyalty during this unprecedented time. And! If you need a little extra help, don't hesitate to give us a holler!

HELP, I NEED SOMEBODY!

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NEXT STEPS

To help you complete each tactic, start with these resources below. We will be regularly adding more resources and links, so check our social media channels for updates!

To get started, we suggest you download and complete the following:

- + Download this [Brand Message Architecture Template](#) to help you clarify your brand's voice and message
- + Download and complete this [3-month Content Calendar](#) to help you kick-start your social media
- + Check out this [Google Grants Management](#) how-to
- + Scroll through the [other resources we have available on our website](#)
- + Watch our [Monday morning Facebook LIVE special](#) at 10 am
- + Watch [Uptown Lowdowns](#) for more marketing tips

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THANK YOU

Thank you for reading this 3-Month Marketing Plan!
We hope it was helpful and insightful. If you get stuck
and want a little extra help, we'd be happy to jump in
and create it for you! After all, it's what we do.

Send any comments, questions, or feedback to
Tina@uptownstudios.net.



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