



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

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INTRODUCTION

Hello! Welcome to your 3-month marketing plan.

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CAMPAIGN GOAL

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

CAMPAIGN OBJECTIVES

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

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 are the media outlets you “own.”

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.

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

Websites help establish credibility and are often the first impression people have of your brand.

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CONCLUSION

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 and email Tina@uptownstudios.net for the full Marketing Plan.

- + 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

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



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