

Creating a Marketing Plan



Kristin Mehiel, SBDC Consultant

Presented by the Cal Poly Small Business Development Center (SBDC)

Zoom Etiquette:

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Introducing the Cal Poly SBDC



Who We Are

- A national program with over 1,000 locations.
- Helps stimulate economic growth through business development.
- A proud resource partner of the U.S. Small Business Administration (SBA).
- Serving 14 counties in the Central California Regional Network.

What We Do

Provide professional no-cost, no-obligation business consulting, training and resources to small businesses.

Services include:

- Sourcing funding
- Business planning
- Social Media Marketing & Much More!

Contact Us for a No-Cost, No-Obligation Consultation

casbdc.biz/cpsignup

About the Speaker

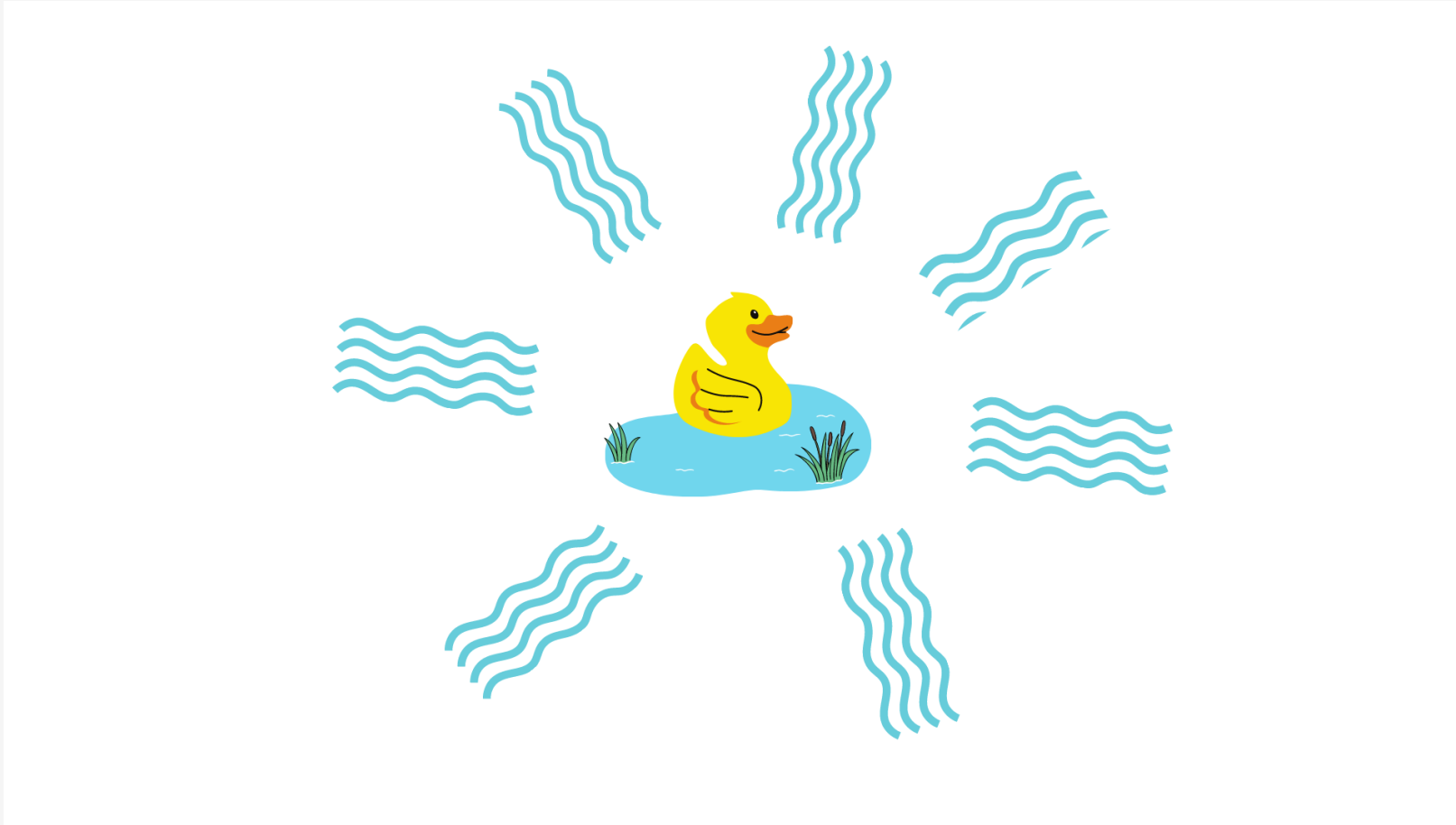


Kristin Mehiel is the Co-Founder of MRK and Co a firm that specializes in eCommerce vertical marketplaces and developing, managing and scaling client's online channels. Kristin is also a lead marketing consultant with the Cal Poly CIE SBDC. In addition, Kristin is the Co-Founder of Mad Jack Snowsports, a snowsports manufacturing company and Mad Jack Outdoor a thriving eCommerce marketplace in the outdoor vertical . Previously she was on the executive team and was the Director of Market Development with Kibo, formerly Shopatron, a SaaS-based, distributed order management e-commerce company.

Marketing Planning

- Ducks, Ponds and Streams
- Marketing Ecosystem
- Quick Tips for Success
- Marketing Planning and Calendar
- KPIs
- Questions

Ducks, Ponds & Streams



Marketing Ecosystem



Quick Tips For Success

- Value Proposition
- Marketing Canvas
- Neil Patel and Uber Suggest

Value Prop Ad Lib|

Our _____
Products and Services

help(s) _____
Customer Segment

who want to

jobs to be done

by _____ and a customer pain
verb (e.g., reducing, avoiding)


and _____ and a customer gain
verb (e.g., increasing, enabling)

(unlike _____ **)**
competing value proposition

Marketing Canvas

Vision How will the world be a better place if you are successful?		Mission Who will you help, what will you provide to them, and what outcome will they achieve?		
Market Size What is the size of your total addressable market (TAM)?	Competitors What is the size of your total addressable market (TAM)?	Value Proposition For (target buyer), our product is (brief description), ideal for (best use case), better than (enter competitor), because (your key differentiation). Features – list your key features that drive value. Benefits: <ul style="list-style-type: none"> ▪ Functional ▪ Emotional 		Ideal Customer Describe your target customer or consumer. Indicate any relevant buyer personas involved in the decision process.
Segments Which segments of the market will you focus on?	Unfair Advantage What is unique about your product? How is it different than what your competition provides?	Pains & Gains Which customer pain points will your product solve? What benefits will your customers receive as a result?		Content What content assets are needed to help buyers through their purchasing journey?
Budget How much money will you require to execute your marketing strategy?		Goals & Metrics What is your revenue goal? What is your anticipated cost to acquire a customer (CAC)? How long will customers to renew for? What lifetime value (LTV) to you expect? How many leads, demos, and opportunities do you need to generate to hit your revenue goal?		


Neil Patel


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Marketing Planning



Marketing Planning

	3/15-3/21 *new menu wee	3/22-3/28	3/29 - 4/4	4/5 - 4/11	4/12 - 4/18
Objective	New Menu Change * highlight specific new dishes & Discuss re-opening for Lunch	Week of National Paella Day!	lunch at Luna kick off!	highlight tacos for taco tuesday	raise more awareness of our Oyster Wednesday promo
Theme	highlight specific dishes	Cultural importance of Paella	show new menu items for lunch/individual paellas	Promote \$2 street tacos & tequila specials	Bubbles & oysters
Theme	Highlight cocktails & wine	Luna Red is the only restaurant in SLO to make authentic Paella with a global faire		Another way for people to gather	Focus on local oyster producers
Theme	communicate that we are re-opening for lunch	We will have Paella on the Patio that day with live music. Pair it with Sangria.			
Theme	showcase what we have to offer for lunch	Also talk the launch of lunch & our paella giveaway			
Blog	500+ blog on new menu items, inspiration for each dish, & pairings	500+ blog on national paella day, significance, what we're doing to celebrate, how we're the only restaurant in slo to offer paella.	500+ blog on lunch at luna, what the new items are. Mention our ability to host business lunches as well.	500+ word blog on the tacos we have the process of making them, history of taco tuesday at luna red, tacos on our patio under the lights etc	500+ blog on local oyster producers & pairings. Build credibility for our relationship with sustainable farms. Build wine credibility with pairings from Kaci (wine director)
Email Send	e-blast for 25% off coupon (first 2 weeks only) send out an e-blast alerting everyone of the new hours as well	e-blast 3/27		?	

Marketing Planning

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Instagram	New menu items	pics of paella	post new hours	12 tacos in our paella pan with sauces	bubbles & oysters enjoyed by couple
Instagram	New cocktail & wine pics	video of paella	post individual paellas & other new menu items	Friends eating tacos	repost images from Grassy Bay Oysters & Morro Bay Oyster company
Facebook	x				x
Press Release		x			
Newsletter		x	x	x	x
Digital Marketing/SEO (ppc, ads, sm ads)	boost post			sm ads	sm ads

Marketing Planning



KPIS

- Emails = Open Rates, Click Thru Rates, Unsubscribes, Health of Database
- Social = Followers, Likes, Comments, Saves and Shares
- Website = Users Visited, Session Time, Traffic Source
- Google Analytics

Upcoming Events

Search Engine Optimization

March 3

12–1:30pm

**Steve Burnside,
Director of Marketing at Clever Ducks**

Register for free at:

bit.ly/3tJzVZ3

Coffee and Conversation

March 10

8:30 – 9:30am

**Tim Dossa,
Glenn Burdette**

Register for free at:

ucmsbdc.ecenterdirect.com/events/13827



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