

**HOW TO CREATE A**  
**MARKETING**  
**PLAN** **FOR**  
**2024**

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*Hello*

I'm Samdra Rodriguez-Pabon, a purpose-driven Brand Marketing Strategist and Designer focused on creating unique brand experiences that drive growth, sustainability, and positioning.

I founded "Samdraland" to work with service-based and product-based businesses worldwide. I also offer services in Brand Visual Design and Web Design.

My business motto is "The stories we tell become the offers we sell™" because I believe storytelling is the key to building remarkable brands and achieving awareness, sales, and recognition.

## A FEW NOTES:

- A Marketing Plan is your business's roadmap for reaching and connecting with your target audience. It outlines your goals, strategies, and tactics to promote your products or services effectively. Think of it as a step-by-step guide that helps you navigate the complex world of marketing and achieve success.
- On today's presentation, my goal is to share a general outline of a marketing plan, I believe that each business deserves a custom approach to their marketing but some concepts, phases and strategies can be applied from today's class.
- If it feels overwhelming, know that creating a marketing plan for your business should never take just 30 minutes, this is meant to inspire and guide you.

# UNDERSTANDING STRATEGY AND TACTIC

Strategy: Big-Picture Planning:

- Strategy is the big-picture plan that defines your long-term goals and sets the overall direction for your marketing efforts.
- It's about making high-level decisions that guide your business toward its desired destination.

Tactic: Specific Actions for Implementation:

- Tactics are the specific actions and methods used to implement your broader strategy.
- They are the concrete steps taken to achieve short to medium-term objectives within the framework of your strategy.

## 3 PHASES FOR A GOOD MARKETING PLAN

Awareness: (The need to know you exist!)

- WHO are you talking to and WHAT are you telling them?
- Choose the Right Channels to Reach Your Audience (WHERE)

Engagement: (You need to be prepared for them!)

- Capture your leads and establish a Lead Nurturing System
- Outline Your Sales Conversion Strategy

Elevate: (Now that they trusted you, elevate it!)

- Deliver an Outstanding Customer Experience and enhance Customer Lifetime Value
- Develop Loyal Fans

**AWARENESS PHASE**

## AWARENESS PHASE – IDENTIFY WHO, WHAT, WHERE

*Who*

### **Define Your Ideal Audience:**

- Pinpoint the characteristics of your ideal customers.
- Consider demographics, interests, and behaviors to create a detailed profile.
- Explore the needs and pain points of your audience.
- This understanding forms the foundation for crafting compelling messages.

# AWARENESS PHASE – IDENTIFY WHO, WHAT, WHERE

## What

### Unique Selling Proposition (USP):

- Highlight your Unique Selling Proposition – what sets your business apart.
- Clearly communicate the value you bring to your audience.

### Tailor Messages to Your Audience:

- Craft messages that resonate with the identified needs of your ideal audience.
- Speak *directly* to their pain points and aspirations. \*\*\*

## Tips

### Highlight Solutions:

Clearly articulate how your products or services provide solutions to the identified pain points.  
Emphasize the benefits and unique value proposition.

### Use Storytelling:

Tell compelling stories that resonate with your audience.  
Stories create an emotional connection and make your messages memorable.



## AWARENESS PHASE – IDENTIFY WHO, WHAT, WHERE

*Where*

### **Identify Relevant Channels:**

- Determine the channels where your target audience is most active.
- Consider social media, email marketing, content platforms, and more.
- Opt for a multi-channel strategy to maximize reach.
- Ensure consistency in your messaging across selected channels. INCLUDING THE VISUAL ID!

**ENGAGEMENT PHASE**

## **ENGAGEMENT PHASE – CAPTURE YOUR LEADS AND ESTABLISH A LEAD NURTURING SYSTEM**

### **Optimized Landing Pages for your offers, free and paid!**

- Build dedicated landing pages for each offer.
- Optimize pages for conversion with clear calls-to-action.

### **Segment Your Audience:**

- Segment leads based on their interactions and preferences.
- Personalize your nurturing based on their specific needs.

### **Automate Nurturing Sequences:**

- Implement marketing automation for efficient and timely follow-ups.
- Deliver targeted content to move leads through the funnel.

# ENGAGEMENT PHASE – OUTLINE YOUR SALES CONVERSION STRATEGY

## Define Your Conversion Goals:

- Set clear and measurable conversion goals for your leads.
- Identify key milestones in the customer journey.

## Strategic Calls-to-Action (CTAs):

- Place strategic CTAs to guide leads toward conversion points.
- Make it easy for leads to take the next step.

### *Tips*

- **Personalized Automation:**
  - Implement marketing automation to deliver timely and personalized content.
  - Nurture leads with a series of automated emails or other relevant content.

**ELEVATE PHASE**

# **ELEVATE PHASE – DELIVER AN OUTSTANDING CUSTOMER EXPERIENCE AND ENHANCE CUSTOMER LIFETIME VALUE**

## **Build Long-Term Relationships:**

- Cultivate long-term relationships with your customers.
- Nurture loyalty through personalized experiences.

## **Upselling and Cross-Selling:**

- Identify opportunities for upselling and cross-selling.
- Maximize customer value over time.

## **Responsive Customer Support:**

- Offer responsive and helpful customer support.
- Address inquiries and concerns promptly.

## **ELEVATE PHASE – DEVELOP LOYAL FANS**

### **Implement Referral Programs:**

- Establish referral programs to encourage customer advocacy.
- Incentivize and reward customers for referring others.

### **Leverage Customer Feedback:**

- Use customer feedback to refine and enhance your offerings.
- Positive experiences lead to organic referrals.



## ELEVATE PHASE – DEVELOP LOYAL FANS

- **Encourage User-Generated Content:**

- Strategy: Prompt customers to share their experiences through user-generated content (UGC).
- Implementation: Create a dedicated space on your website or social media for customers to share testimonials, photos, or stories.
- Impact: UGC serves as authentic and powerful content that not only encourages referrals but also builds trust among potential customers. Consider featuring UGC in your marketing materials to showcase real experiences.



# QUESTIONS?

*thank you!*

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**LET'S BUILD,  
DESIGN & MARKET  
YOUR REMARKABLE BRAND**



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**BRAND MARKETING STRATEGIST AND DESIGNER**

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