



QUARTERLY MARKETING PLAN

ISSUED TO: M. SMITH CONSULTING

Prepared By:
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President, D.M. Burton

D.M. BURTON

STYLE, DIFFERENTLY

Dear Dr. Smith,

Welcome to the world of D.M. Burton. We're a hybrid local-social marketing firm focused on helping SMBs and Startups scale through effective and efficient marketing strategies. Keeping true to our fashion roots, everything we do is done with style; maintaining a consistent and cohesive brand image is key to presenting a professional image online.

Thank you so much for taking the time to chat with me! It was such a pleasure to share some 'bougie' moments with you. You have magnanimous energy and captivation when you talk. In diversity work, this is key. When leading uncomfortable conversations, you have to bring people in and out of uncomfortability and having the right personality is key... it also makes our work more pleasurable and meaningful when we can connect with our clients.

We talked about a number of items during our conversation. Inclosed we've created a quarterly marketing plan for you. These recommendations include a variety of strategies with a focus on an enhanced web and social media presence. Once you've had an opportunity to review this plan, we'd love to follow-up on how to make it actionable. We'd recommend using your 'free' content on an email.

The biggest part of consulting is selling yourself and your expertise. In order to do this successfully, you need a consistent and professional brand image. Speaking in the same tone and voice, creating & Implementing a cohesive set of brand standards, and consistently creating and marketing content will be key to your success. Our immediate recommendation would be to start highlighting previous work and becoming more active on LinkedIn. We go more in-depth into this during the immediate needs section of our plan.

It's important to keep in mind that this is a 4-month quarterly plan. Based on our experience, this plan can be completed by you within a 4 month period. However, you can just hire us to do it and take the worry away!

Are you ready for this, because it's about to be awesome.

Respectfully,



Darien Marion-Burton
President of D.M. Burton

BRAND POSITIONING

Before we can give you any actionable steps, we like to talk about how to position yourselves within your market. The heart of this section is to help you understand and the 4 P's of marketing: Product, Price, Promotion, and Place. Each of these concepts refers to a specific and curial element in marketing. Product refers to the actual physical product or service you are providing, price is the monetary amount you would exchange your services for, promotion is how you attract people to your brand, and the place is where you find your customers. Below we've gone into detail about each of these.

SERVICES (PRODUCT)

When we talk about the service element of your marketing mix we are referring to more than your services; we are also referring to your brand and 'packaging.' On a functional level you are selling Executive Coaching & Training and D/E/I consulting for Non-profit and educational institutions. You're really selling your expertise and the Smith Method. These are what your clients will come to you for. We've crafted the plan around these being your services.

Besides these differentiating factors, your brand is different from others and we will need to find a way to amplify that through the right mix of content and an impeccable set of brand guidelines to guide your design so that everything has a cohesive look and feel.

PRICE

Pricing is everyone in consulting's biggest issue. However, "The Price is the Price." Because you are selling on your intellect and experience, you can demand whatever you think it appropriate. Based on where you said you wanted to be fiscal, we suggest an average bill rate of \$200-\$300 per hour with a minimum bill of 10 hours. This means that you wouldn't take any job under \$2,000-\$3,000.

PLACE

You've identified your two main sales channels as Faith-based PWI's, Smaller regional non-profits, and Fortune 500 businesses. We will want to meet these businesses where they are 'at.' Because we are in a digital world, this is easier than in previous years. However, knowing were to broadcast your message is key. We believe you need to following marketing channels: Web (SEO), Social media (LinkedIn & Twitter), and Email. In the goals and KPI section of these documents.

PROMOTION

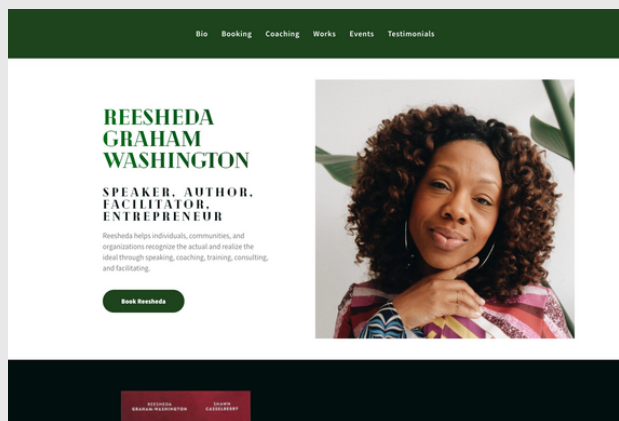
The way we think about promotion in the consulting space is different than how you would for most B2B brands. In this space, your personal brand is your business brand. Because you already carry yourself with grace and dignity, we will be able to amplify this and really have an opportunity to spread your knowledge. This could be things like, leading seminars, creating an introductory 'information' course, and creating video content for LinkedIn.

Further, your promotion strategy must include a public relations component. During this quarter we'd suggest that go after local QC publications. We'd imagine that eventually, this would grow into going after publications like: Inside Higher Ed, Forbes, and INC 500. We recommend going after QC during this quarter and potentially next because it's 'Low hanging fruit.' Because of its size the QC has slower news days. Every time you're doing work in the community you should be angling for a story to be written.

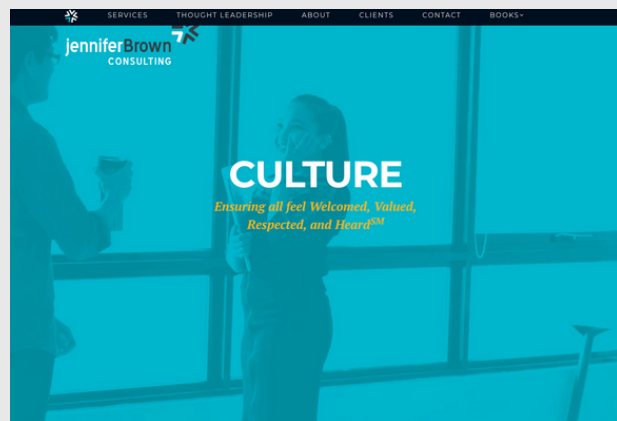
Now that we've laid out how we believe you should position your business, we are going to talk about some actionable steps to get you to your revenue goal.

IMMEDIATE NEEDS

The first, and most important, need to to update your website and create some brand standards for the businesses. This should be done and the new website should be live by August 7th at the latest. Here are some screen grabs of websites in your space that we think would be great inspiration for your site.



<https://rgwashington.com/>



<https://jenniferbrownconsulting.com/>

In an effort to capitalize we also think that you should start using social media, especially LinkedIn, immediately. This will help establish your credibility while we build your website. Because the goal is to make this happen quickly, we'd advise sharing old content that is still relevant today. For example, videos you've done at Augustana, Projects you've worked on, pieces that you've written. Starting out, we'd recommend posting 3 times per week on social media. Additionally, during this time, you should become familiar with Twitter. Twitter is a powerful platform for people who have something to say, which you do.

Finally, while you are in this phase we'd recommend that you also take some time to get your sales operations in order. What does the process look like for new clients, how do you propose work to them? What does your Price sheet look like? Creating consistency in your sales process will allow you to easily grow and scale faster.

SHORT-TERM NEEDS

Once your new website is up and running, the main effort should shift to working on your social media presence and ramping up your email.

Social: Your short term goal should be to get-up to and consistently maintain 4-5 posts per week on LinkedIn and 10-15 tweets weekly. You should be able to maintain this level of posting through October. Ultimately, you want to reach 1-2 posts daily on LinkedIn and 10 tweets per day. While obtainable, we think that goals should be SMART (specific, "measurable," "attainable," "relevant," and "time-bound) and believe the initial suggested goal will set you up for success.

Email: We also think that email will be an important component of your marketing strategy. We'd suggest starting off with a monthly newsletter. This is also where our free content comes in! To maximize your brand reach, you'll want to send out an email when the website is launched so that your contacts can see it and know about the work you're doing. You'll want to keep up the email on a monthly basis to highlight your work which is really a sales tactic to get your potential clients to see the value and caliber of your work.

SEO: While I don't advise using any paid search, you should be optimizing your website and consistently posting new content. The best way to achieve this is to create and maintain a blog. These could be posts on your thoughts on current events as they relate to D/E/I. You could also use this as a platform to publish sections of your dissertation.

There is also a technical piece to SEO. Making sure you have a keyword strategy and you tie that back to the page and blogs you are creating.

GOALS AND KPI'S

Below we've identified and listed goals for what we believe your key performance indicators (KPIs) should be.

Indicator	Definition	End of Oct. Target
Avg Number of reactions on Post	Number of users who interact with your post on LinkedIn	7
Avg Post Reach	Number of users who view with your post on LinkedIn	150
Number of Retweets & Likes	Number of users who interact with your post on Twitter	20
Open Rate	The Percentage of people who open your emails	45%
Email Click Through Rate	The Percentage of people who Click on a link in your emails	3%
Website Bounce Rate	The Percentage of time that that someone comes to your website and immediately leaves	45%
Avg monthly Web Visitors	Number of people that view your website in a given month	200
Work Inquires	Number of people that submit a request to work with you	10

NEXT STEPS:

Once you've had a chance to review our recommended plan you get to choose one of the following FREE services.

10 Social Media Posts
1 Designed Email
Logo & Business Card Design

We've also included our price list for your review. We'd love the opportunity to work with you beyond our free program and this could be a very mutually beneficial relationship.

WEB DESIGN PACKAGE

PACKAGE #2

- 5 Full- design pages
- D.M. Burton Written content,
- Unlimited Revisions

PRICING: \$1,750

SOCIAL MEDIA PACKAGES

START-UP

ORIGINAL Content Creation
Access to D.M. Burton Portal
Weekly & Monthly Reporting
4-5 posts per week; up to 21 per month
response engagement & Messenger rate: Up to 24 hours

PRICING: \$295/MO

EMAIL PACKAGES

PACKAGE #1

- 1 Email Design & Compilation per month
- Content Creation

PRICING:
\$150/MO