



Marketing Plan for Your Business

Comprehensive Marketing Plan for a Local Business Selling Services and Aiming to Generate Leads

Client Profile:

- **Business Type:** Local Business
- **Product/Service:** Services
- **Goal:** Generate Leads
- **Budget:** \$999 to \$1,999 per month

Strategic Approach

With a budget ranging from \$999 to \$1,999 per month, our goal is to implement a strategy that maximizes your investment for quality lead generation. Here's our recommended approach for your local service-based business:

1. **Start with Facebook Advertising:** Our first move is to launch targeted Facebook ad campaigns. This platform offers unparalleled targeting capabilities, allowing us to reach your ideal local customers based on specific demographics, interests, and behaviors. Facebook Ads will serve as a rapid lead generation tool, bringing immediate visibility and traffic to your services. Given their cost-effectiveness and adaptability, they're an ideal starting point for your budget.

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For detailed instructions on setting up and running your Facebook Ads, check out my [FREE 90-minute Facebook Ads course](#).

2. **Progress to SEO (Search Engine Optimization):** While Facebook Ads work on the front lines, we'll simultaneously build your SEO foundation. SEO is crucial for enhancing your online presence and ensuring that when potential customers search for services you offer, your business appears at the top of search results. This is especially important for local businesses, as local SEO drives traffic from your specific geographic area. SEO is a longer-term strategy, but it's instrumental in establishing and maintaining your digital authority.
3. **Integrate Email Marketing:** Once we start gathering leads, it's vital to keep them engaged. Email marketing is our tool for this. It allows us to directly communicate with your prospects and clients, providing valuable content and updates about your services. This isn't just about sending emails; it's about building a relationship with your audience, nurturing leads, and converting them into loyal customers.
4. **Leverage Positive Reviews:** In today's digital age, reviews are gold. We'll encourage your satisfied customers to share their positive experiences online. These reviews not only enhance your reputation but also feed into your SEO efforts, helping you rank higher in search results. Positive reviews are a powerful form of social proof that can significantly sway potential clients' decisions.

By combining these strategies—Facebook Advertising for immediate lead generation, SEO for long-term online visibility, email marketing for lead nurturing, and positive reviews for trust-building—we create a comprehensive marketing system. This system

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is designed to not just attract leads but convert them into long-term clients, ensuring the best return on your investment.

Phase 1: Facebook Advertising - Immediate Lead Generation

Objective: Drive targeted traffic to the website and generate high-quality leads.

Actions:

A. Audience Targeting:

Custom Audiences:

- Utilize Facebook's Custom Audiences to target users based on their interaction with your website, Facebook page, and previous advertisements.
- Create Lookalike Audiences to find new potential customers similar to your existing customer base.

Location Targeting:

- Focus on targeting users within your local area. Use precise geographic targeting to ensure ads are shown to people who are likely to visit or use your local services.

B. Ad Campaign Structure:

1. Awareness Campaign:

- **Ad Type:** Video Ads, Carousel Ads

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- **Objective:** Introduce your business and its services to a broader audience.
- **Content:** Engaging videos or images showcasing your services, customer testimonials, and unique selling points.
- **Targeting:** Broad targeting with interests related to the services offered.

2. Consideration Campaign:

- **Ad Type:** Lead Generation Ads
- **Objective:** Drive potential customers to the landing page to fill out the quiz.
- **Content:** Lead magnets such as free consultations, e-books, or special offers.
- **Targeting:** Custom Audiences from the Awareness Campaign and Lookalike Audiences.

3. Conversion Campaign:

- **Ad Type:** Retargeting Ads
- **Objective:** Convert leads into customers by driving them to complete specific actions on your website (e.g., booking an appointment, making a purchase).
- **Content:** Retarget users who interacted with previous ads or visited the landing page. Offer discounts or special promotions to incentivize conversions.
- **Targeting:** Users who engaged with previous ads, visited the website, or completed the quiz.

C. Ad Creative and Copy:

Ad Creative:

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Text
Character Recommendation: 90

Image or Video
Recommendation: no more than 20% text

Display Link
Branding Opportunity

Headline
Character Limit: 25

Call-to-Action Button

Newsfeed Link Description
Character Recommendation: 30

THE EASIEST WAY TO GET NEW CUSTOMERS

Learn More

Like Comment Share

- High-quality visuals and videos tailored to each stage of the funnel. Use professional images and videos that highlight your services, customer testimonials, and unique selling propositions.

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Ad Copy:

- **Awareness Stage:** Informative and engaging copy that introduces your business and its services. Highlight unique selling points and customer benefits.
- **Consideration Stage:** Persuasive copy that emphasizes the value of the lead magnet. Use strong calls-to-action (CTAs) to encourage users to fill out the quiz.
- **Conversion Stage:** Compelling copy that creates urgency (e.g., limited-time offers) and provides clear instructions for the next steps. Include testimonials and social proof.

For more detailed instructions on setting up and running your Facebook Ads, check out my [FREE 90-minute Facebook Ads course](#).

D. Landing Page Funnel with Quiz:

Landing Page:

- Develop a landing page that features a short quiz to gather crucial information from potential leads. The quiz will ask questions about the services they need, their budget, and the specific outcomes they desire.

LEAD GENERATION FORMULA



Quiz Purpose:

- Improve ad targeting by gathering detailed information about potential leads. Segment leads based on their responses to identify the top 10-20% of leads that are most likely to convert.

This is How the Lead Gravity System Works



E. Tracking and Optimization:

Custom Conversions:

- Set up custom conversions to track specific actions on your website, such as form submissions, appointment bookings, or purchases. Use Facebook Pixel to gather data and optimize ad performance.

Retargeting Strategy:

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- Retarget the top 10-20% of leads based on quiz responses to focus on the most lucrative prospects. Continuously retarget existing leads in the Facebook ad funnel to maintain engagement and drive conversions.

Continuous Optimization:

- Monitor ad performance regularly and make data-driven adjustments to improve results. Test different ad creatives, copies, and targeting options to identify the most effective combinations. Use A/B testing to compare different strategies and optimize for the best-performing ads.

Phase 2: Email Marketing - Nurturing Leads

Objective: Keep leads engaged and convert them into loyal customers through targeted email campaigns.

Actions:

Email List Segmentation:

- Segment your email list based on customer behavior, interests, and demographics.

Personalized Campaigns:

- Develop personalized email campaigns with tailored content and special offers.

Lead Nurturing:

- Implement automated email sequences to nurture leads over time.

Call-to-Actions (CTAs):

- Include strong CTAs in emails to drive traffic to your website and encourage conversions.

Phase 3: Positive Reviews - Building Trust and Credibility

Objective: Enhance credibility and attract more customers by leveraging positive customer reviews.

Actions:**Review Requests:**

- Encourage satisfied customers to leave positive reviews on Google, Facebook, and other relevant platforms.

Review Management:

- Monitor and respond to reviews to build trust and engage with your audience.

Incentives:

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- Offer incentives, such as discounts or special offers, for customers who leave reviews.

Phase 4: Video/Photography and Social Media Marketing - Enhancing Engagement and Reach

Video and Photography:

Objective: Create engaging and persuasive visual content to showcase your services.

Actions:

Professional Shoots:

- Conduct professional photo and video shoots to capture high-quality visuals of your services.

Content Utilization:

- Use these visuals in ad campaigns, on your website, and across social media platforms to enhance engagement and credibility.

Social Media Marketing:

Objective: Build a loyal customer base and enhance brand recognition through social media engagement.

Actions:

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Content Strategy:

- Develop a comprehensive social media content strategy to share valuable and engaging content regularly.

Platform Utilization:

- Utilize platforms like Instagram, Twitter, and Facebook to interact with your community, share content, and drive traffic to your website.

Engagement:

- Actively engage with your audience by responding to comments, messages, and mentions to build strong relationships.

Promotions and Offers:

- Run social media campaigns with special promotions and offers to encourage user interaction and conversions.

Implementation: Step-by-Step Execution:

1. Landing Page Setup:

- Develop and launch the quiz-based landing page.
- Integrate the quiz with your CRM to capture and segment leads.

2. Facebook Ads Campaign Launch:

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- Create and launch awareness, consideration, and conversion campaigns.
- Continuously monitor and optimize ad performance based on real-time data.

3. Email Marketing and Positive Reviews:

- Initiate email list segmentation and develop personalized email campaigns.
- Implement strategies to gather and manage positive reviews.
- Use email marketing to nurture leads and keep them engaged.

4. Video/Photography and Social Media Marketing:

- Conduct professional photo and video shoots to create high-quality visual content.
- Develop and execute a comprehensive social media content strategy.
- Engage with your audience and run promotions on social media platforms.

5. Reporting and Optimization:

- Generate regular performance reports and analyze key metrics.
- Make data-driven adjustments to improve campaign effectiveness and maximize ROI.

By implementing this comprehensive marketing plan, your local business will effectively generate high-quality leads, build trust and engagement with potential customers, and convert those leads into loyal clients. This approach ensures that your



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marketing efforts are directly aligned with your business's goals and target audience, maximizing return on investment and achieving sustainable growth.

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