



## Marketing Plan for Your Business

### Comprehensive Marketing Plan for Driving Foot Traffic to National Service-Based Businesses

#### Client Profile:

- **Business Type:** National Service-Based Business
- **Goal:** Increase Foot Traffic to Multiple Locations
- **Budget:** \$299 to \$749 per month

#### Strategic Approach

Given your budget of \$299 to \$749 per month, the focus will be on maximizing the efficiency of your marketing spend to drive foot traffic to your service locations nationwide. We will leverage targeted digital advertising through Facebook Ads, complemented by local SEO strategies and email marketing to ensure you reach the right audience at the right time.

#### Why This Strategy?

**1. Facebook Ads:** This platform is a cost-effective way to reach a wide audience with precise targeting. With advanced geotargeting capabilities, we can focus your ads on potential customers near each of your service locations, ensuring that your marketing dollars are spent attracting those most likely to visit.

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**2. Local SEO:** Enhancing your online presence at a local level ensures that your business appears in search results when potential customers in your area look for services you offer. This drives organic foot traffic by making it easy for customers to find your locations.

**3. Email Marketing:** Once we have the attention of potential customers, email marketing helps maintain that connection, offering promotions, reminders, and information that encourages them to visit your locations.

## Detailed Marketing Plan

### Phase 1: Facebook Advertising – Targeted Local Traffic



**Objective:** Drive targeted local traffic to your service locations and increase foot traffic.

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## **Actions:**

### **A. Audience Targeting**

- **Custom Audiences:**

- Target users based on their interaction with your website, Facebook page, and previous ads.
- Create Lookalike Audiences to reach potential customers similar to your existing client base.

- **Geographic Targeting:**

- Focus on users within a specific radius of each service location. Use Facebook's geotargeting to ensure your ads reach those most likely to visit your business.
- Adjust targeting based on the unique demographics and behaviors relevant to each location.

### **B. Ad Campaign Structure**

1. **Awareness Campaign:**

- **Ad Types:** Video Ads, Carousel Ads.
- **Objective:** Introduce your services to a broader audience.
- **Content:** Engaging videos or images showcasing your services, client testimonials, and unique selling points.
- **Targeting:** Broad targeting with local interests related to your services.

2. **Consideration Campaign:**

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- **Ad Types:** Traffic Ads, Offer Ads.
- **Objective:** Drive potential customers to your service locations with special offers and promotions.
- **Content:** Highlight limited-time offers, discounts, and benefits of visiting your locations.
- **Targeting:** Custom Audiences from the Awareness Campaign and Lookalike Audiences.

### 3. **Conversion Campaign:**

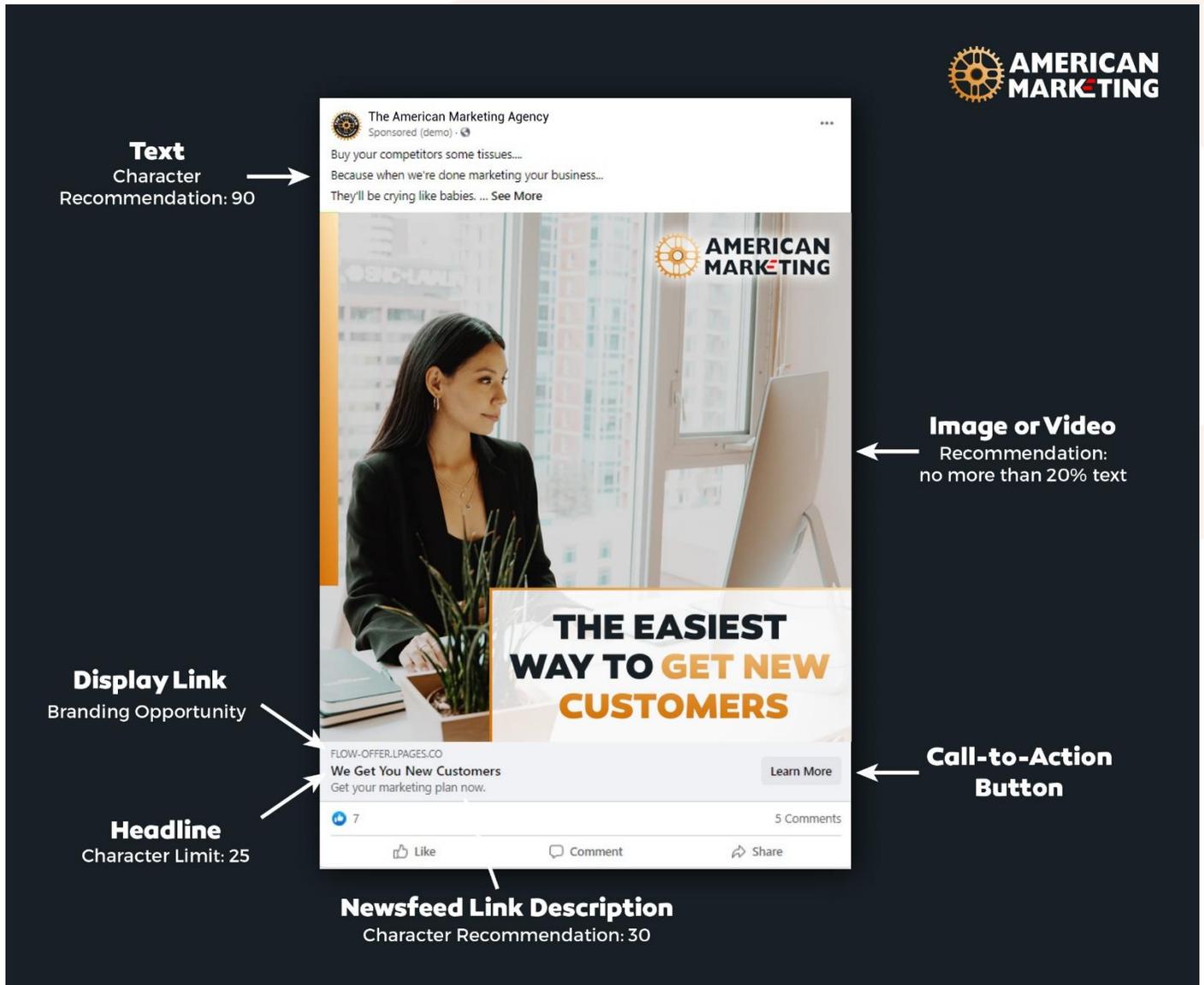
- **Ad Types:** Retargeting Ads.
- **Objective:** Convert interest into foot traffic by encouraging visits to your locations.
- **Content:** Retarget users who interacted with previous ads or visited your website. Offer incentives like discounts or special promotions to encourage visits.
- **Targeting:** Users who engaged with previous ads or visited your website.

## **C. Ad Creative and Copy**

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The image shows a Facebook ad creative for 'The American Marketing Agency' with several annotations. The ad itself features a woman in a black blazer sitting at a desk with a computer monitor. The headline reads 'THE EASIEST WAY TO GET NEW CUSTOMERS'. The text above the image says 'Buy your competitors some tissues... Because when we're done marketing your business... They'll be crying like babies. ... See More'. The link text says 'We Get You New Customers' with a 'Learn More' button. The newsfeed link description says 'Get your marketing plan now.'.

**Text**  
Character Recommendation: 90

**Image or Video**  
Recommendation: no more than 20% text

**Display Link**  
Branding Opportunity

**Call-to-Action Button**

**Headline**  
Character Limit: 25

**Newsfeed Link Description**  
Character Recommendation: 30

- **Ad Creative:**

- Use high-quality visuals and videos tailored to each stage of the funnel. Highlight services, customer testimonials, and unique benefits.

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- **Ad Copy:**

- **Awareness Stage:** Informative and engaging copy introducing your business and services.
- **Consideration Stage:** Persuasive copy that emphasizes the value of visiting your locations. Strong calls-to-action (CTAs) encouraging immediate action.
- **Conversion Stage:** Urgent copy offering limited-time discounts or promotions to drive foot traffic. Include testimonials and social proof.

## **Phase 2: Local SEO – Optimizing for Organic Traffic**

**Objective:** Improve visibility in local search results to drive organic foot traffic.

**Actions:**

- **Google My Business Optimization:**

- Ensure each service location is optimized on Google My Business, with up-to-date contact information, hours, and services offered.
- Encourage customer reviews and respond to them to build credibility.

- **Local Keywords:**

- Optimize your website and content for local keywords specific to each location.
- Create location-specific landing pages to target local searches effectively.

- **Online Directories:**

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- Ensure your business is listed accurately in online directories like Yelp, Yellow Pages, and other local business listings.

### **Phase 3: Email Marketing – Nurturing Leads and Encouraging Visits**

**Objective:** Keep potential customers engaged and encourage repeat visits through targeted email campaigns.

**Actions:**

- **Email List Segmentation:**
  - Segment your email list based on location, interests, and previous interactions.
- **Targeted Campaigns:**
  - Develop personalized email campaigns offering local promotions, reminders about upcoming events, or information about new services.
- **Automated Sequences:**
  - Set up automated email sequences that follow up with potential customers after they interact with your website or ads, nudging them toward visiting your locations.

### **Implementation Steps**

1. **Facebook Ads Campaign Launch:**
  - Develop and launch campaigns focused on awareness, consideration, and conversion.

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- Monitor and optimize ad performance based on real-time data.
- 2. **Local SEO Optimization:**
  - Optimize Google My Business profiles and website for local search.
  - Regularly update and maintain online directory listings.
- 3. **Email Marketing Campaigns:**
  - Create and launch segmented email campaigns targeting local customers.
  - Implement automated sequences to drive continuous engagement.
- 4. **Reporting and Optimization:**
  - Generate regular performance reports and analyze key metrics.
  - Make data-driven adjustments to improve campaign effectiveness and maximize ROI.

## Conclusion

By implementing this comprehensive marketing plan, your national service-based business will effectively drive foot traffic to your locations, attract more potential customers, and convert them into loyal clients. This strategy ensures that your marketing efforts are precisely aligned with your business goals and budget, maximizing return on investment and achieving sustainable growth.

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

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