

Company Name

Architectural Marketing Consultants

Date 2012

STEP 1

Company Vision

Vision

What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.

Architectural Marketing Consultants (AMC) Incorporated is a \$1 million annual sales marketing consulting firm specializing in creative marketing programs for the Architecture and Design industry. The company president, Karen Ogden-Jones, is the face of the business. She represents the company by meeting with prospects and clients to pitch and or close campaigns.

THE COMPANY:

Is known for getting marketing results for clients and works with six to ten ideal clients at a time.

Has an office with hard wood floors, large windows, and comfortable modern furniture. The office is located in a historical part of the city.

Has office hours of 8am to 5pm Monday through Thursday and 8am to noon on Friday.

Promotes a work/life balance and allows telecommuting one to two days a week

STEP 2

Mission Statement

Mission

What is the purpose of this business? Use no more than 1-2 sentences.

We help mid size Architectural Firms nationwide become known as leaders in their geographical area by offering marketing and public relations programs designed to attract their ideal market.

STEP 3

Branding

Branding

How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.

We have hired a design firm to create a brand that implies creativity using the latest design techniques. We have carried this design over to our website, blog, and throughout our marketing materials. We have a "look" that is distinguishable as ours in the marketplace.

Colors: Copper/Burnt Red/Brown

Our tagline: Helping Architects Strengthen their Market Position

Our Blog: TheArchitectureofMarketingBlog.com

STEP 4 Creating Meaningful Goals

Meaningful Goals

Create goals that are meaningful to you. Add target dates. How are you going to measure your success?

Increase 2012 revenue 30% to \$350,000

2013 Revenue \$425,000

2014 Revenue \$550,000

Earn a pretax profit of \$150,000 for FY 2012

Maintain work/life balance by taking one full day off per week during FY 2012

By 12/11, establish a client base of at least 4 companies

Increase fees 15% by 2/2012

Hire additional account manager by 3/2012

Increase product offerings to include internet marketing

STEP 5 Strategies

Strategies

How will you build this company over time?

READ – WRITE – MEET - SPEAK

Subscribe to all major architecture industry publications

Leverage company identity through visible writing and internet marketing

Promote AMC through sponsorship and networking at architectural industry associations

Develop niche messages to deliver via speaking engagements at industry conferences

Utilize current clients to ask for testimonials and referrals

STEP 6 Marketing Activities

Marketing Activities

Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.

MARKETING AND PROMOTIONS:

Create high quality company brochure by 1/11

Deliver 3 workshops by 6/30/12, another 4 in Q3, and 3 in Q4 to net 4 new clients

Speak at Making Cities Livable – Santa Fe New Mexico June 2012

Speak at NESEA's Building Energy March 2012

INTERNET MARKETING:

Create 3 weekly 400 word posts to our Blog

Create series of four e-books on New Marketing Strategies for Architects by 12/31/12.

Design a new website by 7/30/12 with detailed content to leverage Search Engine Optimization

CUSTOMER CONTACT:

Publish 4 quarterly newsletters; send to current clients and 500 potential clients on 3/15/12.

Make 20 cold calls weekly