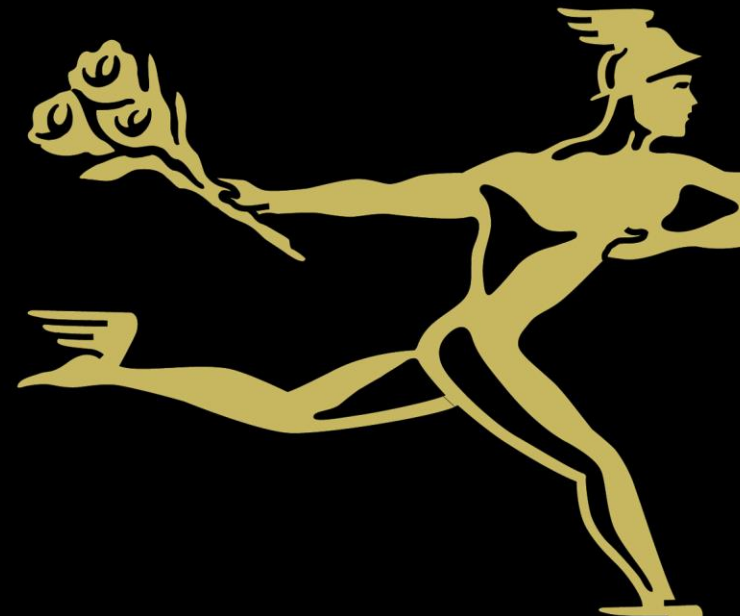


Building an Integrated Marketing Plan

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Calculating Your Marketing Budget

- From www.SBA.gov
 - Existing business 2-3%
 - Start up 3-5%
 - Depends on business and competition
 - Early brand years up to 20%



How to Spend Marketing Dollar\$

- Split between Brand
 - Website
 - Sales Collateral (brochures, cards & packaging)
- Campaigns
 - Advertising
 - Events



Allocate Your Resources

Marketing Budget 2016

35000 to 40000

Activity JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC TOTAL

Catalog		1150										1150	2300
Calendars													0
Direct Mail					5000	-2500							2500
Postcards				750			750				750		2250
Reminders	127	127	127	127	127	127	127	127	127	127	127	127	1524
Social Media	150	150	150	150	150	150	150	150	150	150	150	150	1800
Statement Inserts	15	15	15	15	15	15	15	15	15	15	15	15	180
Newsletter-Web													0
New Account Letter	109	109	109	109	109	109	109	109	109	109	109	109	1308
Direct Mail Total	401	1551	401	1151	5401	-2099	1151	401	401	401	1151	1551	11862

Wire Service:													
FTD	150	150	150	150	150	150	150	150	150	150	150	150	1800
Wire Service Total	150	150	150	150	150	150	150	150	150	150	150	150	1800

OTHER:													
Bill Boards													0
Constant Contact	135	135	135	135	135	135	135	135	135	135	135	135	1620
Internet-Promo	384	384	384	384	384	384	384	384	384	384	384	384	4608
Print													0
Promotional Events					350				300		300	100	1050
Radio		300		300	300		300		300	300	300	300	2400
Television	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Web	100	100	100	100	100	100	100	100	100	100	100	100	1200
Events									150			800	950
Total Other:	1619	1919	1619	1919	2269	1619	1919	1619	2369	1919	2219	2819	23828

TOTAL	2170	3620	2170	3220	7820	-330	3220	2170	2920	2470	3520	4520	37490
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Selecting Your Media

- Radio = Instant gratification
- Television = Builds brand
- Print (Newspaper) = Research shows consumers buy for the ads
- Direct Mail = Longer shelf life
- Social Media = Engaged clients
- Internet = New Yellow Pages



Direct Mail

- Every Door Direct Mail (EDDM)
- 25 cents includes printing and mailing
- <https://eddm.usps.com/eddm>
- www.primoprint.com or www.printdirtcheap.com
- www.canva.com = FREE layout



Calculating ROI

- A. Total the cost of the marketing piece plus postage or any associated cost.
- B. Multiply number of pieces by 2%
- C. Multiply that 2% number by average order cost.
- D. Take answer C and multiply by your cost of goods.
- E. Take answer D and subtract cost of Goods. This equals total Revenue Generated

- A. Cost of Mailing 2,500**
 - 1. **Printing** **\$700**
 - 2. **Postage** **\$425**
 - 3. **Total** **\$1,125**
- B. 2,500 x 2% = 50 orders**
- C. 50 x \$65 = \$3,250**
- D. \$3,250 x 33% = \$1,073**
- E. \$3,250 - \$1,073 = \$2,177**
Revenue





= Consistency



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Questions???

Email: tina.coker@yahoo.com

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