

3.4 Marketing

We are launching a Marketing Plan consisting of:

1. Networking & Recommendations
2. Direct Contact
3. Advertising & PR
4. Promotions
5. Website Optimisation

Attached is a marketing plan proposal. It shows various costs and some suggested scheduling to target our markets.

1. Networking & Recommendations

This is simply about getting & keeping customers. Each customer should be a walking, talking advert for our service. And in order for that to happen each and every customer must receive great service.

- We'll be making sure that all our staff have full inductions. They'll know about each Clients' Business, what they like, what they don't like, and how they prefer to conduct business.
- We will be putting customer feedback forms in with invoices so that any issues can be dealt with quickly & efficiently.

We will be networking with new businesses, existing contacts, trade and professional organisations, letting people know about the service & how to contact us.

2. Direct Contact

Marketing service businesses relies heavily on speaking directly to your target market & letting them know about your service. We plan to do this by targeting our 3 groups with direct mail / leaflets, and following this up with phone calls & personal visits.

3. Advertising & PR

Our PR will be based around the fact that this is a unique service to Scotland, which addresses the new phenomenon of achieving a work-life balance.

Our advertising will use different messages to appeal to different targets, in specific media. For example, "time-hungry, cash-rich" clients will be targeted through lifestyle publications such as The List & The Sunday Herald Magazine, while "new businesses" would be targeted using publications such as Enterprising Glasgow or Glasgow Chamber of Commerce publication.

4. Promotions

Some of our services will be priced to encourage low-entry level costs. For example, the phone-answering service will be cheaper than many call-centres, but will encourage clients to use the service and possibly to use other elements such as diary management or travel arrangement.

Our Christmas Card list is another example – it's actually not possible to do complete 100 labels in an hour, which is the list price for this service. But it will encourage people to think about using the service at a stressful time of year, when they are more prone to paying over the odds to simplify their lives (example: frozen roast potatoes or ready-peeled vegetables bought for Christmas Lunch!).

We'll also encourage people to give the service as a gift for Mothers / Fathers Days, for birthdays, or simply as a treat, by selling vouchers. The production cost will be low, money is upfront, and it will introduce more people to the service.

5. Website Optimisation

- (i) **The website forms a large part of the business – it is in effect the shop-front, helping us keep admin costs low & provide our clients with an easy, effective way of accessing the service.**
- (ii)
- (iii) **The internet is also an effective marketing tool – people look for services online, particularly services that they are unsure about where to start looking (for example: researching where to find specific type of office equipment).**
- (iv)

It is therefore essential that our website is optimised to be at the top of any search engine tool looking for personal assistants, concierge services or virtual offices in Glasgow. This can be done relatively cheaply by using meta tags in the website design.