

Comprehensive Marketing Plan

Brand: Frank The Gray Mage

2024 Quarters 1 - 4

Index

Market Research	p. 2-4
Target Audience / Target Market	p. 4-5
Product	p. 6
Competition	p. 6-8
Mission & Vision	p. 8
Market Strategies	p. 9
Positioning, Pricing & Branding	p. 9-11
Budget and Action Plan	p. 12-13
Content Plan & Schedule	p. 13-14
Media & Tactics	p. 14-15
Monitoring, Metrics & Analytics	p. 15-16
Sources	p.17

Market Research

Overview

Frank The Gray Mage is a personal brand built as a consulting company that is solo owned and operated. As a marketing consultant Franklin Sheffield's goal is to leverage his personal brand to achieve 100 hours of work at a rate of \$50 dollars an hour to create \$5,000 USD a month in income over the course of the first 3 quarters of 2023. In the market of marketing, \$50 dollars an hour is not a small ask so I need to have a big value to exchange in return, however there is existing momentum to build from that will make this goal a reasonable and achievable one.

I have a unique angle in marketing provided by my current list of clients, opportunities, and personal interest. My focus is the wellness industry, including things that support alternative medicine, crystals, yoga, retreats, healing services, workshops, and things of this nature. I consider this my niche from which I aim to expand from after finding local success.

SOE Optimization

Before deciding where to throw my money, I want to talk about how I want to leverage growth through my key words. Someday it would be ideal to be a serious contender in the conversation of health, but first I want to become the primary search result for wellness, then holistic medicine in my area, Phoenix AZ. I think the first step in my SEO journey is to secure first page results for the key word "wellness" which will cost much less per click while I cut my teeth with no data, therefore going further and making more data. Quarter one I will be starting with lower cost keywords to boost natural google search results. Every time I rise to the first page of a keyword, I'll try my hand at a larger one. Current state of key work R/D:

- Wellness: 94k a day
- Holistic Medicine: 39k every 8 hours or 117k a day
- Technology: 149k every 18 hours or 186.25k a day
- Happiness: 100k every 12 hours or 200k a day
- Science: 210k a day (google) 1M a day (bing) Interesting...
- Money: 489k a day
- Love: 728k a day
- Health: 186k every 4 hours or 1.116m a day

SWOT Analysis

Strengths: Diversified skill set, Franklin Sheffield will receive a BA in Marketing by 2025, and a MBA by 2027. This will only add to his massive self developed profile of marketing skills to include web design and development, physical/logical networking, server environments, security, graphic design, contracting, social media management, product development, paid ad campaigning, SOE, and budgeting.

The Gray Mage as a brand currently operates at roughly quarter capacity in relation to the goal, meaning Franklin has about 25 hours of work a month at \$50 an hour. There is a lot of momentum being generated in the form of content production, roughly 4 hours worth of 4k content that gives listeners the chance to talk live across 4 “shows”. On top of that, there are 2 infographic strategies in play that are being pushed by 2 companies in a collaboration with Generous Kingdom LLC. There several assets to leverage under ownership of The Gray Mage:

- <https://graymagechats.carrd.co/>
- <https://franksheffield.carrd.co/>
- [Facebook](#)
- Youtube
- Twitch
- Collaborative partners
 - Kingdom of Generosity LLC, AZ
 - Channel of Mutation Media LLC, AZ
 - Higher Self Friendly LLC, AZ
 - Buffalo Shamonic Healing LLC, AZ
 - Sound MoverZ LLC, AZ
 - Heroes Haven LLC, IL

Weaknesses: Time availability, as a business(es) owner, full time student, consultant, talk show host, and volunteer facilitator, time management is not enough to create optimal availability to perform work. Even with my highly developed [personal/professional calendars](#) and self developed [event calendar](#) I will have to further refine my time to accomplish an availability of 100 hours to reach my goal. My lack of availability may also hold me back to higher demand projects that are aggressive in development. Lastly, no matter how much I invest in technology and at this point I am well beyond the bell curve, one man can only do so much.

Lack of development, most of my projects are missing finalization. My digital assets are my proof of concept and the key to showcasing my value. Due to time constraints, I only have 2 hours or so a week for development across several web presences which has spread me thin and made development slow. As a result, many projects are using old methods that do not reflect my higher skill set in design provided by a semester of school. This trend will continue as I plan on being a student for years to come, meaning my growth will continue to outpace my self production.

Finances, this is a slim start up to the tee. Currently there is zero room for budget. Starting January 1st, there will be a \$500 budget pulled from a scholarship delivered quarterly per semester during my BA school. Since college is funded via the VA, this money is expendable. However, even \$500 a month is not extremely competitive in the grander scope of the market of marketing.

Opportunities: Collaborations, I have established and am growing a marketing collaboration network. Leveraging the companies mentioned above, I have begun developing “cross over” content with businesses that already have a following. The event calendar above is a unified product of events that I have an opportunity to collaborate/host content creation in exchange for film production. We are unifying our content sources in part as well to create a look and culture that has familiarity across an industry, and is also specific in branding and messaging per company. Being in school is extremely helpful to my professional development.

Threats: Fragility, I specialize in startups which statistically is not a guaranteed success. Relying on other new companies getting off their feet to create a body of work could be two steps forward, one step back. Time is of the essence for I do not have a limitless education situation to fund my experimentation and profile of work. Being that I am already short for time, this conundrum could add up to me not being able to reach my goals before I have reached an income level that is privately sustainable. In this case I would need to acquire another massive time sink, a job. Having a job would greatly impede production.

Target Audience / Target Market

Ideally I want to reach people who have an established business, owners, and a marketing budget of \$1,500 - \$5,000 a month. Any less and my paid ad campaigns will not render the results I want to produce as a professional; any more and I may be over my head as a solo provider in the allotted projected work output of 10 hours a week per client. At this approximation I would need 10 clients to hit my personal goals for Q3 in 2023. On average, most successful companies for decades reinvest about 10-15% in marketing. Using this understanding I would target companies with an annual income of at least \$20,000 and no more than \$600,000. I feel the sweet spot is around a quarter million a year because at that point, some marketing development should exist, but not enough to render my services useless.

Audience profiles

Higher Self Friendly followers: this is a collective audience of about 2,500 people I have direct access to and are in a competitors audience. They live alternative medicine, wellness, live conversations on real world issues, metaphysical beliefs, and occult ideals. Having engaged directly with leadership in this community, they are self made/inspired people who tend to own

or start businesses in the holistic industries. A crafty lot that enjoy art and eccentrics, this audience values social currency and free information. To leverage this group financially, I will need to help them make money in the process. They will follow loyally and engage wholeheartedly.

Facilitators: many of the Higher Self Friendly crew are facilitators, but I run in several facilitation circles and am building a solid reputation/resume as such. My platforms are designed to leverage the typically developed audiences of facilitators through collaborative projects so that one day I can turn my audience into a source of income. This audience is in a way composed of direct competition and is part of a red to blue ocean initiative.

Sheeple, dedicated consumer: These people will make up the bulk of my following and be the largest pool from which I hope to acquire paid work. This audience will consist mostly from good data testing, and as such I will be adapting the definition of this group over time. This group is a numbers game and I will apply the bulk of paid ad campaigning to develop it. Facebook will be my data generating source, from which I will apply this data to all socials and design. Current projections are as follows over the course of each quarterly 90 ad campaign.

Product(s)

For sale, I have a very large and needing refinement list of services on my website, but that is essentially ALL the same product, Franklin Sheffield the professional for \$50 an hour. I also own $\frac{1}{3}$ for shares in Generous Kingdom, which offers products and services all related to the wellness and alternative medicine industry. I will hopefully by 2024 have enough time to develop and release clothing, merchandising, and a dropshipping situation for a small inventory of books and tools in the triads I work.

For free, I host a talk show that is multi streamed and repurposed for marketing. I will be starting a podcast with 4 unique branded and content specific products a week. There is financial potential here, I will need to develop further before this option is viable though. As part of my branding, wisdom through good information sourcing, downloadables, and live interactions will be a free product.

Facilitation, almost the same as Frank for hire, but with a higher risk/reward financial situation. Not all facilitation opportunities I have currently offer more pay per hour than my personal rate, but should I create an audience I may leverage that to boost sales, and grow my cut well beyond my typical ask.

All my marketing efforts themselves are proof of concept and grow my professional reputation. If well documented, I can produce an impressive resume that will open doors.

Competition

Competitor 1: <https://thebrandsmithco.com/> The Brand Smith Co.

Wow, I will steal a lot of functionality from their website because I absolutely love it. They start off by identifying what kind of customer you are, immediately. The site has some lag, but impressively little amount considering how much high resolution content the site maintains. They have created many layers for site navigation and pages to limit the lag time per page. Their goal is to sell visual design and to design products mostly targeting corporations. The way they segment their pages makes it easy to find the kind of product or service you desire. Their website is extremely well organized, which it has to be because there is so much content you could get lost easily. They were incredibly easy to find on the internet, top result across several search engines. The main product they advertise are car wraps, but they have products I could see servicing most any industry. Being based out of AZ, they are among the top performers in my industry. They offer no competition in my offerings of coaching, web development, or back end server environment which are all relevant to business marketing, so I have an advantage there.

With their website they also maintain a facebook with 6.5K following and an Instagram with 5.5K following. They have a Yelp, which may or may not be their choice. If you have never worked with Yelp, they are gorilla terrorists in the marketing world that will maintain a profile on you with terrible verbage, grammar and spelling. Then make you pay to modify the profile the whole world is using to judge you. That aside, they only have 15 reviews, but they are all stellar and the GPS is aligned with their office meaning it is a functional presence. They also have their phone number available across these platforms for easy access.

Competitor 2: <https://Zimo.one> Zimo One

Zimo is another AZ based design company, but they lean more into my markets because they also provide web development. Furthermore, they offer web development in ways I cannot as a coder/developer. They advertise that they work with Flutter, an app development software that works on IOS and Android. Apps are a market I one day hope to expand into because they are extremely relevant, much more so than websites in my opinion. An app is like a website that sits on someone's phone for the easiest of access. Another advantage, the user makes an account the second they open the app, allowing you to make any legal agreements immediately making things like purchasing and using services seamless. Their product is more service based, and they create strategies to sell as well as design and development, just like me.

They are running a well developed social media schema that synergises a Youtube channel, Facebook, Instagram, and LinkedIn. Each social has the same colors and themes and they are packed with niche specific content that supports and fosters their market. This is a fantastic proof

of concept profile that builds trust, a true competitor to keep notes on as I seek profits in a shared market.

Competitor 3: <https://finedesignsandgraphics.com/> Fine Designs

These guys are what you will find if you type “graphic design” in Google in Tempe, AZ. They have the best Google ad budget in the area. This company is another strictly graphic product designer. They sell vehicle wraps, signs, banners, window graphics, print, and graphic design vectors. Ironically, I think their design website could benefit from some of my talents, and that would be my edge over this competition. The color scheme would suggest they want to build trust in design, but the site itself looks designed using Wix. It looks like they may be a newer company because their body of work seems smaller, perhaps that is why they are spending so much on ads.

On the social side, they maintain Facebook, Yelp, LinkedIn, and Twitter. This is a professional profile of socials, creating a professional feel. I would say their consistency of message is sufficient, but the content is garbage which is sad because they are paying so much to maintain top pick. Every post is a phone picture of work completed, paired with a “please” buy our stuff. No variation, no value given, no reason to explore at all unless you are ready to pull the trigger on a car wrap. Clearly they are more an art studio than a design studio because design should be marketing aware.

Competitor 4: <https://www.thinkpro.net/> Think! Graphic and Printing Solutions

This is a national brand with a Tempe Branch. They are probably the most invested in their design or what I prefer to call “proof of concept.” Some of their websites are hyper-interactive, proving they can make very unique web assets. They are more ethically conscious than previous competitors, offering campaigning with allied causes. They offer product generation, strategy, and partnership with their causes as products. Although they offer internet services, I don’t see any place for web development, giving me a small edge there. It fits well with the green and yellow color schemes. The extra resources that come with being a franchise is very apparent. Fonts are bold and modern, much like the vibe overall.

Another advantage they carry is their huge web presence and high value content strategy. They maintain a Facebook, Instagram, Twitter, Pinterest, LinkedIn, and an on-site blog. A lot of their content is showcasing their work through creative video productions of artists at work. They offer free advice as well. Something is not working for them though because they do not get much engagement via social media, even though as far as I can tell they are making good choices. They engage when they can, use #tags, post regularly and have a mix of media such as video, witten, and picture. I cannot tell from the outside looking in why they have low engagement, but I would love to find out because I would be furious with those results given that level of work.

Competitor 5: <https://www.alphagraphics.com/makeithappen> Alpha Graphics

Alpha Graphics has been proudly located in Phoenix for 35 years. They have a very large offering of services and a few products. They are definitely geared towards providing consistent service of businesses. I appreciated the story telling they present on the site. It was nice to follow a non-intrusive drop down to a makeover story video. This company, on top of what I offer, offers print solutions and mail campaigning, special event marketing like expos, packages like “grand opening,” legal like copyright/registration, and an army of marketing products like signage. They handle their own product production, I have to out-source.

With the website, their internet presence includes Facebook, Twitter, LinkedIn, Instagram, and a blog local to their site. The image of the company is fairly consistent with high resolution pictures of people either serving or being served. It is a very corporate feeling message using what feels like it could be stock images, but probably not. I would say that they focus too much on telling a story, posing multiple times in a row about the same idea or event. They love before and after “makeover” result type content. I feel they would benefit from a bit more personality, especially as a design company.

Mission and Vision

Vision Statement: To co-create an ethical, human centered way of marketing that is as beautiful as it is innovative, and useful as it is harmonious.

Mission statement: We will build a new culture that puts the unity back in its community. Through collaboration and inclusion, our new approach to marketing will provide a level of value and consistency the world deserves.

My mission is to lead a marketing coalition that will put Phoenix, AZ on the map as the place for wellness. Together, we will build, foster, and grow a comm-unity of diversity in the healing arts. Our united marketing front will easily find the most pertinent information about self development. Our promise is a transparent, user first experience that is captivating and thought provoking. We will become the authority on the healing arts.

It is my vision to bring abundant success and rewards to those who are fighting for the light in this world. A free market culture of autonomous corporate collaboration for a higher success through unification. Leveraging each other, we will all lean into our strength and power to achieve greatness beyond any one person's reach.

Marketing Strategies

Time Magik: Being the marketing professional in a pool of professionals has its natural advantages. Everyone is looking to me to create a unified timeline, the exact one previously hyperlinked in the weaknesses section of my SWOT analysis. All the events there will become targets for infographics. This content that my branding will be on is not part of my paid ad campaign, however my partners may invest for me with these infographics to boost their events. Soon, the target is January, we will all be on board to release content using my methods. My methodology is to have the primary event sponsor post the content, and have the alliance share that content every 12-18 hours in order from largest audience to smallest. Doing this will create a 3 day consistency where the world will have 6 opportunities to find the content.

Repurpose: Being that I collect 4 hours of 4K video content every week, I want to create a disassembly system to pull shorts out of it. These shorts would range from 15 seconds for platforms like tick tock and instagram stories, to 5 minutes for places like youtube and my website. On top of that, I want to create a running podcast that is all the audio from my 4 weekly public chats. I want to get in the habit of doing this next day from capturing the content, but time is not on my side.

Free Value: The cornerstone of a cold to warm campaign, and some day the pillars of my authority on subjects, I want to give away extremely valuable information all the time. This is a big target because I am very aware of how varied individuals' value systems can be. To support this initiative I have a partner with a masters in religious studies who is blogging for me. I will create infographics about major astrological events as per the event calendar. I want to produce a series of videos about marketing for youtube.

Ads: Most of my ad efforts will be focused on events as mentioned, however I will be creating and running other kinds of incentives as well. These incentives will look like discounts, sign up bonuses, loyalty bonuses, and contests. Through email, I plan on running newsletters on the last day of every month about the upcoming one to include new offerings and events. I will also run a featured healer every month on the 15th.

Positioning, Pricing & Branding



I believe myself to be perfectly positioned to achieve all my personal goals of \$5,000 a month income. I have a core team of 6 companies aligning with me for work/opportunity sharing. They are looking for me to lead in the production of work orders in their own marketing campaigning. Financially I am close to a steady flow of money for the next 2 years that will make my paid campaigns possible. My competition is large, but not in my niche market. Even my larger

competitors do not offer the full range of my ability, and seldom offer things outside of my capacity. Lots of foot work has already been completed as for marketing assets. Some of my solutions are cutting edge in the realms of communication and production value.

Pricing is fairly standardized for my personal services, \$50.00 an hour. 100 hours a month is my target work flow, once achieved, I want to build a waiting list to justify incremental increases of my rate. To support this I want to continue to position my paid services in front of larger and larger audiences.

As for branding I am building an image around several tangible assets, styles, fonts, and colors. The color pallet I am running matches the logo above and is cross platform. The style is a slightly occult inspired, technology/future angle. Using phrasing like “magik of science” and “vision engineers” among other fund combinations of the themes.





Budget and Action Plan

(To Alen: Please skip this direct copy paste of previous assignments)

To preface; the projected time for financial resource acquisition is January 1st 2023. My starter goal is \$1000 for 6 months of paid ads, followed by a percentage based strategy probably starting between 10-15%. Linearly, my goals are to spend 50% of that budget in quarter one over 90 days. I'll repeat the spending strategies I am about to lay out in quarter 2, but now adding 15% of profit generation created from quarter 1. Long term, quarter 3 and beyond, I want to fluctuate my marketing budget monthly, staying with a percent based philosophy, but being 10-20% depending on factors like seasons, holidays, events, and hype cycles. The annual average target is 15% of profits to go to marketing.

Using \$500.00 as an example, I want to try my best to put expenses in buckets and fund them with a percentage of profits. To ensure this goes smoothly, Let's start with my insurance so to speak. I would like to set aside 5% for "doubling down. So \$25 dollars in the first quarter will be reserved for adding momentum. Another 15% I would like to reserve for Research and development, \$75 of \$500. This would be spent on trial and error tactics, experiments, trial accounts, and good ideas in general. During the 90 day quarters I want to run ads 5 days a week using 70% of my budget which is \$350 across 70 days campaigns. The last 10% will be saved for employment, since I currently do not have any employees but will be looking to outsource video post prediction soon and know a new videography graduate hungry for work looking to cut deals.

Of the 70% content budget, HALF, goes straight to google ads using the keywords in order from least to most popular:

- Wellness: 94k a day
- Holistic Medicine: 39k every 8 hours or 117k a day
- Technology: 149k every 18 hours or 186.25k a day
- Happiness: 100k every 12 hours or 200k a day
- Science: 210k a day (google) 1M a day (bing) Interesting...
- Money: 489k a day
- Love: 728k a day
- Health: 186k every 4 hours or 1.116m a day

Before deciding where to throw my money I want to talk about how I want to leverage growth through my key words. Someday I would be cool to be a serious contender in the conversation of health, but first I want to become the search result for wellness, then holistic medicine in my area, Phoenix AZ. I think the first step in my SOE journey is to secure first page results for the key word wellness will cost much less per click while I cut my teeth with no data, therefore going further and making more data. Quarter one I will be starting with the lower cost keywords to boost natural google search results. Every time I rise to the first page of a keyword, I'll try my hand at a larger one. This budget will be \$175, because this would only be 2.5 USD a day. I'd buy space on the weekend when people are more likely to engage anyway. This would be 7.30 a day for 24 days.

The other half of the \$350 ad budget would go to facebook ads, and mostly used to generate data as well as audience. Here I would implement A/B testing to try and better understand my target market. For these campaigns I run Friday, Saturday, and Sunday paid ads at a rate of \$4.86 per day, per group, \$9.72 a week. Estimated results per group is 432-1.3K engagement per group per week. Using the results every week, I will move up a tier in my A/B testing groups for 8 weeks, leaving 4 weeks open in case more data is needed to conclude results. I will move up the A/B testing latter as follows:

- Week 1: Gender, man vs woman
- Week 2 age: (assuming average life of 80 years) over vs under 40 years old
- Week 3 age.2: (half the winner of week 2) example: over 20 under 40 vs under 20 years
- Week 4 income: people who make over 50,000 annually vs under 50,000 annually
- Week 5 income.2: (using winner of previous week) if over 50,000, then people who make 50,000-100,000 a year vs people who make over 100,000 a year. Once I find the correct 50,000 dollar bracket, I want to cut to create a \$25,000 target.
- Week 6 (flex) income.3: (may need additional data, placeholder week.)
- Week 7 interests, people who like my keywords on target vs everyone on target. Attempt to refine languaging, this week's word is wellness to support google ads.

- Week 8 interests.2: This week's key word is money, people who are interested in money on target vs everyone else on target.

Month 2 will be a rinse and repeat of month one, but for a different “product” which right now is a different themed conversation of which I run 3 collaborate for and additional 1. Research and development over Q1 and Q2 will center around 2 main goals. Goal 1 is to expand into new products and Goal 2 is to discover specialized social platforms that fit my brand to explore. Development plans for goal 1 include: merchandising, podcasts, shamonic work, and event facilitation or “paid talent”. Development plans for goal 2 include: Telegram, Tick Tock, twitch, and youtube, experiments will be conducted through paid ads with the R/D budget of \$75. The double down budget will delineate first for events in which I will attend as a service provider, then experiments with paid ads, and finally literally on the successful ads.

The key words are supported by weekly live streams under my brand every week and by SOE. I am hoping the synergy will drive success. I want to repeat this process for 3 quarters, each time targeting a different style of conversation I stream. My mid term goal is that by the end of quarter 3 I will have amassed a large enough audience to subsidize more than the original \$500 monthly budget with the 10% profits I generate from all the projects that are under this schema. This would require profits to reach \$5,000 a month in 9 months, a very aggressive goal. My current rate is \$50 an hour and current profits from projects is around \$1,500 working about 30 hours a month on paid projects. I will need to work 100 hours a month, or 25 a week to achieve these goals. Projected rate of project acquisition for this increase is from 1 project to 5-7 project offers a month. I want to build a waiting list to justify an increase in cost and higher returns for work. Truth be told, 100 hours a month is hard to manage with school and personal branding time considered, that's why I aim to grow my price.

A second goal is to build a audience large enough, that my audience becomes an income in the form of commercials, that is about 10,000 + on a single platform, the target is facebook because A) it's the largest pond to fish from and B) I will be running paid campaigns there. That secondary income/asset will come in handy for more advantageous financial exchanges increasing profits in a currently unknown and unmeasurable way. As mentioned previously, I want to create several new income pipes like merchandising.

Content Plan & Schedule

I aim to produce engaging high value content. The value will be supported by the quality of the videos I produce both technically and the nature of the information. To be specific, 4K footage at 120 frames per second with pro lighting, green screen production, transitions, and full range sound all to capture a public conversation anyone can join and be heard on. From these I will create a podcast, short video cuts, and still images for infographics.

Through the power of automation combined with management applications I aim to have content funnels for video, photo/graphic, written, and verbal audio files. The Video funnel will feed: facebook/instagram stories, youtube, twitch, telegram, tick-tock, and linkd-in. The photo/graphic funnel will feed facebook, instagram, twitter, instagram, and linked-in. Written will go everywhere and verbal will be used to create podcasts. The content itself will come from events I attend as a facilitator. Currently one a week, and 3 annual events on the books. I would like to make these the cornerstone of my branding and achieve larger audiences in the live and online shoppers of influence.

All content will be prestaged through calendar and content management software. Release days will be scheduled 30 days in advance, and will be supported by a share release strategy through my marketing coalition and collaborators.

Media & Tactics

The shuffle of making, polishing, and releasing content is a job in its own right, but I also am CDO of 2 start ups, Creative director of another company and a full time student. So I have to prioritize which has created this broad spectrum where I am able to leverage work from other projects to get way ahead. A perfect example of this is my Omni-Streaming talk show, something most companies are not doing. On the other hand, I often can not fully capitalize on the things I am doing. An example of this would be the A grade footage I got now 2 weeks ago that I have not processed, or even had time to look through. It's only 2 hours of footage but my life is so full 2 hours is impossible so it sits. Probably the best way to demonstrate this is to talk about what I have done, and what I want to do in a sudo list format. Starting with things I have accomplished:

- Accounts: Gmail, [Facebook](#), [Instagram](#), [Twitch](#), [YouTube](#), Telegram
- Website: <https://graymagechats.carrd.co/> (still in development)
- Event Calendar:
<https://calendar.google.com/calendar/u/0?cid=bzMwODUzNW9mb2pmcHFxczRuZGo1bjd0M2dAZ3JvdXAuY2FsZW5kYXIuZ29vZ2xllmNvbQ>
- Collaboration projects with local wellness facilitation company [Higher Self Friendly](#)
- Image/look Assets: vision board, logo, color/font schemas, patterns
- 4 weekly content events: 3 live online through my brand, 1 recorded with a live audience through Higher Self Friendly.

Currently I collaborate with 4 local brands, and 1 in Utah. The content calendar is a combination of events calendar using all the local collaborators I work with in the wellness industry. As more businesses join this marketing alliance I am forming, I hope to turn first the city of Phoenix, then the state into America's alternative medicine mecha. This state already has a lot of culture invested into these ideals, and I now circle the same watering holes as the industry leaders. I

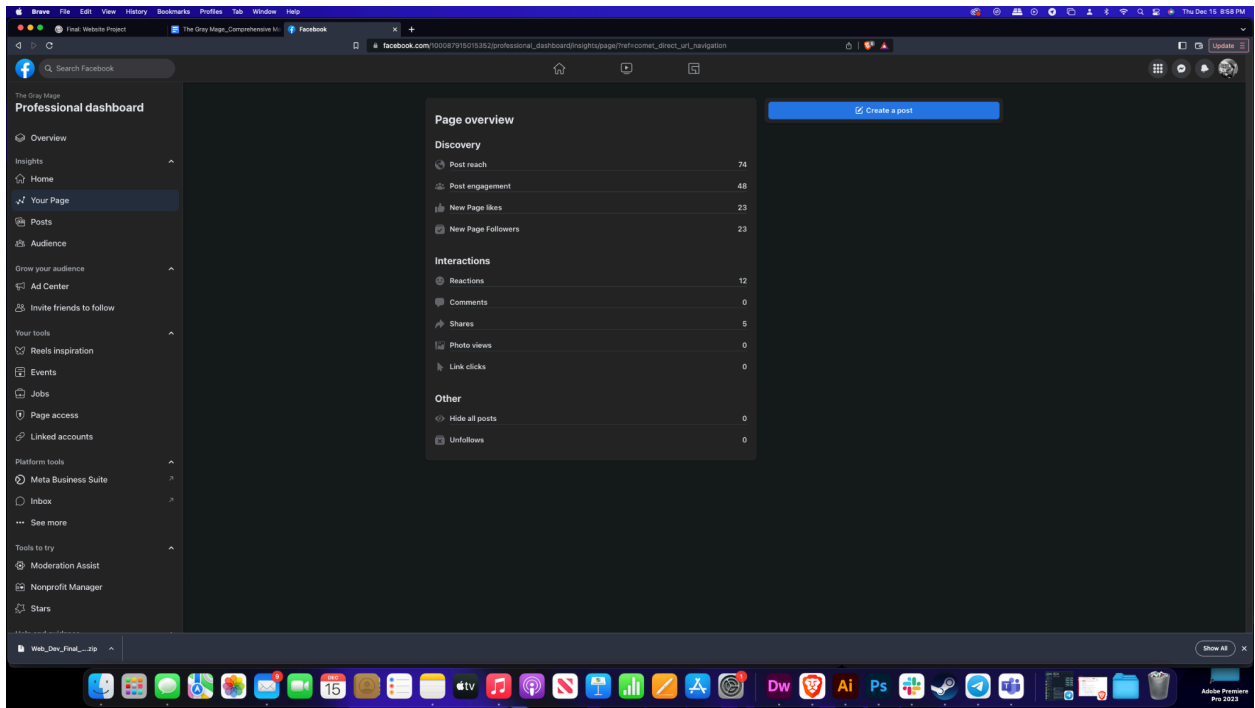
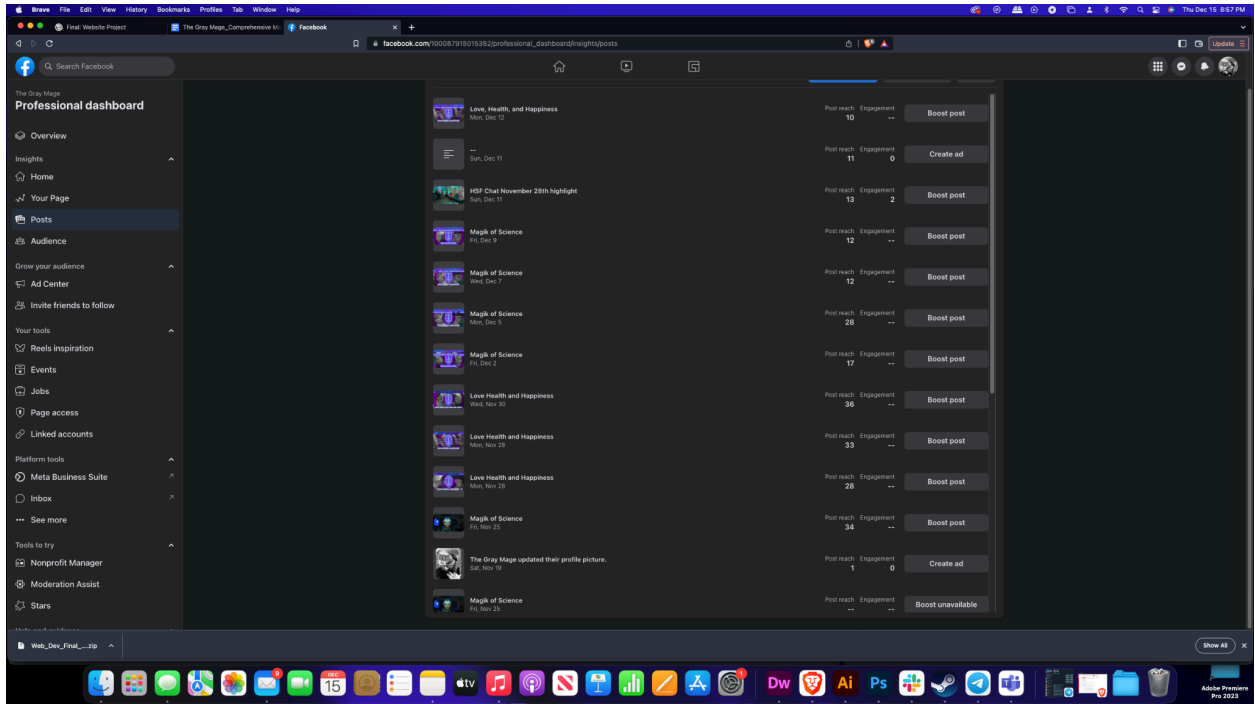
want to make a unification so massive and powerful it takes the world by storm, leaving most in the wellness industry with the feeling of “if you can beat them, join them”. I am going to unify them under a new “holistic holiday” calendar that will make waves against the shores of the almighty corporate holiday calendar. Our marketing will observe the natural state of the earth, celebrating rare moments in time not attached to religion, and in a way that supports localization with comm”unity”. Sales that come from abundance and opportunity or for personal development and local trends, not designed to squash the little guys under bankrupting blow out sales. A culture that normalizes gift giving any time, but only from the heart. Sales and ads that take advantage of the weather and seasons, not the trends and culture.

Monitoring, Metrics & Analytics

I feel the number one number to watch as far as measurements goes will be hours of work per month. That is the mission of this campaign, and will directly impact the financial availability for funding this campaign.

Success of my SEO will be measured in rising up the search results to first pages on smaller, but always growing in popularity key works on google. The ad framework I will design for my findable search result in google will be momiced on Brave, bing, and Chrome search engines. I’ve already done the foot work, might as well.

I will also be closely watching my following grow on facebook and youtube because I want to monetize from commercials. Meta Business suite will provide the bulk of my audience data. I will be looking for points like: clicks per post, comments per post, follows from posts, A/B testing results, and shares. Understanding my audience, and driving up conversion success defined here as a follow will provide faster growth.



END

Source Page

Home Page | Forging Your Mark | The Brand Smith Co. (2018). The Brand Smith Co. <https://thebrandsmithco.com/>

Make It Happen Business Makeover | AlphaGraphics. (n.d.). www.alphagraphics.com. Retrieved October 3, 2022, from <https://www.alphagraphics.com/makeithappen>

Printing Services | Print Shop | Custom Tees | Design. (2019, December 17). <https://www.thinkpro.net/>

Vehicle Wraps Mesa | Trailer Wraps Mesa | Vehicle Graphics Mesa. (n.d.). Fine Design. Retrieved October 3, 2022, from <https://finedesignsandgraphics.com/>

(2022). Zimo.one. <https://zimo.one/>