

# UPTOWN STUDIOS 3-MONTH MARKETING PLAN FOR SMALL BUSINESS OWNERS

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# INTRODUCTION

Hello! Welcome to your 3-month marketing plan.

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## CAMPAIGN GOAL

"This campaign is designed to help maintain positioning, keep the audience engaged, and increase use of your service and offerings."

# CAMPAIGN OBJECTIVES

For the purposes of this campaign, your objectives are:

- + Raise brand loyalty by 10% in three months.
- + Grow audience engagement by 10% within three months.
- + Increase audience awareness of your services and offerings by 10% in three months.

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## CAMPAIGN STRATEGIES

For the purposes of this campaign, your strategies are:

- + Utilize emotional messaging to connect to your audience and to highlight the impact of COVID-19 and any new way of doing business or precautions you are taking.
- + Develop a social media campaign to increase the level of brand awareness through messaging around your services and offerings, your new way of doing business, and any precautions you are taking.
- + Refresh your website and marketing materials to reflect recent changes.

## MEDIA PLAN

**Owned Media** are the media outlets you “own.”

**Organic social media** helps build a community of loyal followers and customers by posting relevant content and interacting with those who are already interacting with your brand.

**Blogs** give organizations a platform to create and share their story in their voice, and from their unique perspective.

**Websites** help establish credibility and are often the first impression people have of your brand.

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## **CONCLUSION**

This plan will help you stand above the crowd and create brand loyalty during this unprecedented time. And! If you need a little extra help, don't hesitate to give us a holler!

### **HELP, I NEED SOMEBODY!**

2415 23rd Street

Sacramento, CA 95818

Phone: (916) 446-1082

**Tina@uptownstudios.net**

## NEXT STEPS

To help you complete each tactic, start with these resources below and email [Tina@uptownstudios.net](mailto:Tina@uptownstudios.net) for the full Marketing Plan.

- + Download this [Brand Message Architecture Template](#) to help you clarify your brand's voice and message
- + Download and complete this [3-month Content Calendar](#) to help you kick-start your social media
- + Check out this [Google Grants Management](#) how-to
- + Scroll through the [other resources we have available on our website](#)
- + Watch our [Monday morning Facebook LIVE special](#) at 10 am
- + Watch [Uptown Lowdowns](#) for more marketing tips

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## THANK YOU

Send any comments, questions, or feedback to [Tina@uptownstudios.net](mailto:Tina@uptownstudios.net).



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Sacramento, CA 95818  
Phone: (916) 446-1082  
[uptownstudios.net](http://uptownstudios.net)

