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iFLUENCE
Marketing

2024 Marketing Plan

PREPARED FOR





Executive Summary

Global Market Innovators (GMI) is a leading provider of secure technology solutions to organizations of all sizes. In 2024, GMI will focus on expanding its reach, increasing its brand awareness, and generating new leads. This marketing plan outlines a comprehensive strategy to achieve these goals, including email marketing, social media marketing, website management, and content marketing.





SWOT Analysis

STRENGTHS

- Strong reputation for providing secure technology solutions
- Experienced and knowledgeable team of professionals
- Wide range of services to meet the needs of businesses of all sizes

WEAKNESSES

- Limited brand awareness outside of Arizona
- Lack of content for marketing

OPPORTUNITIES

- Growing demand for cybersecurity solutions
- Expanding into new markets
- Leveraging online marketing channels to reach a wider audience

THREATS

- Increasing competition from larger IT firms
- Changing technology landscape
- Economic downturn



Marketing Objectives

- Increase brand awareness by 20%
- Generate 1,000 new organic leads
- Create content to support sales and lead gen efforts





Marketing Evaluation

The success of the marketing plan will be evaluated based on the following metrics:

- Website Traffic
- Lead Generation
- Sales Conversion
- Social Media Engagement





Marketing Strategies

EMAIL MARKETING

- Use HubSpot CRM to create a specialized content spider to increase sales team leads.
- Create informative, valuable content that is tailored to the target audience's interest. Use a variety of formats, including blogs, ebooks, and infographics.
- Send regular newsletters with company updates and industry insights.

SOCIAL MEDIA MARKETING

- Create and share engaging content on LinkedIn
- Build relationships with potential customers and partners
- Increase brand awareness

WEBSITE MANAGEMENT

- Ensure that the GMI website is up-to-date and easy to navigate
- Optimize the website for search engines
- Create fresh and engaging content for the website - Content will live in HubSpot for the content spider.

CONTENT MARKETING

- Develop a content marketing strategy that aligns with the company's overall marketing goals.
- Create high-quality content that is relevant to the target audience
- Promote content through social media, email, and other channels

Lead Generation

- Implement lead capture strategies across all marketing channels, including website forms, social media ads, and email marketing campaigns
- Nurture leads with personalized email sequences and targeted content that aligns with their interests and needs



Monthly Deliverables

SOCIAL MEDIA MARKETING

- 20 social media posts comprised of:
 - Business
 - Awards
 - Events
 - Volunteer opportunities
 - Holiday posts
 - Culture posts
 - Collateral posts (Blogs, Case Studies, White Papers, etc.)

WEBSITE MANAGEMENT

- Audit SEO
- Website maintenance

GRAPHICS MANAGEMENT

- All collaterals for the website, sales team, social media, communications, etc., will have the design and branding finalized by the graphic artist.

EMAIL MARKETING

- Email marketing vendor will do # of emails each month. All emails are done a month in advance.
- The will include:
 - Sending an external newsletter
 - Nurture emails
 - Cold email flows by vertical

COMMUNICATIONS

- Bits & Bytes Newsletter
- Monthly Message from the President
- 2-3 Award Applications
- Monthly Birthday emails
- Weekly Threat Briefs and Patch Tuesday emails
- Tech Times Newsletter

CONTENT MARKETING

Goal: Increase brand awareness, generate leads, and drive sales for GMI by providing valuable and engaging content that resonates with target audiences.

- Collaterals needed for the sales team include:
 - One-Pages/Flyers
 - Sales Decks
 - Client Meeting Decks
 - In-Person presentation decks
 - Agendas
 - Landing pages
 - Blogs
 - eBooks
 - Case Studies
 - or any other collateral needed for the team will be determined monthly/quarterly.



Buyer's Persona





BUYER PERSONA 1: SLED

BUYERS

- Agency Directors, CIOs, and CTO's of:
 - Cities
 - Local Governments
 - School Superintendents
- SLED is cyclical and floats off the state budget, the federal budget

FOCUS

- Those whom GMI has sold to in the past and how to rekindle that relationship
- Build rapport with new folks in targeted areas (ex., Police, fire, cities).

PSYCHOGRAPHICS

- Values: Efficiency, performance, innovation, collaboration, and security
- Interests: Public service, education, community development, technology
- Pain Points: Limited budgets, aging infrastructure, pressure to improve services, security concerns, and meeting educational standards
- Goals: Improve operational efficiency and increase security

NEEDS AND CHALLENGES

- Agency Directors: They need to manage budgets, allocate resources, and ensure that their agencies meet their goals. They are under pressure to do more with less and constantly look for ways to improve efficiency and effectiveness.
- CIOs and CTOs: Need to keep their IT systems up and running and ensure they are secure. They are also responsible for implementing new technologies and ensuring they are compatible with existing systems.
- School Superintendents: They must provide a quality education for all students while managing a tight budget. They are under pressure to improve student outcomes and constantly look for ways to do more with less.



BUYER PERSONA 1: SLED

How GMI Can Help

Agency Directors

- **Streamline operations:**
GMIs SLED suite offers solutions for budgeting, procurement, resource allocation, and data management, enabling data-driven decision-making and optimizing resource utilization.
- **Navigate budget constraints and optimize ROI:**
GMIs cost-effective solutions and flexible deployment options (cloud or on-premise) cater to tight government budgets while delivering measurable results and long-term value.

CIOs and CTOs

- **Modernize IT infrastructure and secure data:**
GMIs secure cloud-based solutions and advanced cybersecurity tools to safeguard sensitive government data and ensure compliance with regulations.
- **Optimize IT operations and reduce costs:**
Gain centralized control over IT resources with GMIs integrated platform, leading to cost savings and increased efficiency.

School Superintendents

- **Enhance operational efficiency and resource allocation:**
GMIs solutions for school administration, budget, management, and data analytics streamline operations, optimize resource allocation, and improve decision-making.
- **Ensure compliance with educational standards and regulations:**
GMIs solutions are designed to meet evolving educational standards and regulations.



BUYER PERSONA 2: Commercial

BUYERS

- Companies with up to 1K users
- CFO, CIO, CTO
- Industry: Varied

PSYCHOGRAPHICS

- Values: Efficiency, security, innovation, trust, and growth
- Interests: Regulatory compliance and risk management; Cost-savings measures and budget optimization;
- Pain points: Limited resources
- Goals: Achieve compliance and avoid regulatory fines; protect sensitive data and customer information; improve operational efficiency and reduce IT costs; Access to IT guidance and support; support growth without overwhelming existing resources.

NEEDS AND CHALLENGES

- Limited IT resources and budget
- Lack of dedicated IT leadership (CISO, CIO)
- Mandated regulatory compliance (SOC2, HIPAA, ISO)
- Need for scalable and secure IT infrastructure
- Desire for cost savings and efficiency

INFORMATION CONSUMPTIONS

- Gated content, blogs, and thought leadership on relevant IT Topics (compliance, security, cloud solutions, etc.).
- Case studies and testimonials showcasing successful implementations.
- Webinars and events featuring industry experts and GMI leaders.



BUYER PERSONA 2: Commercial

How GMI Can Help

Compliance and Security

- **Managed SOC2, HIPPA, ISO compliance:** Take the burden of compliance off their shoulders with expert guidance and managed services.
- **vCISO services:** Provide access to experienced security expertise without the cost of a full-time CISO.
- **Security awareness training:** Educated employees on data protection and best practices.
- **Penetration testing and vulnerability assessments:** identify and mitigate security risks before they become problems.

Scalability and Efficiency

- **Cloud migration and management:** Move to the cloud for flexible and scalable IT Infrastructure.
- **Telephony solutions:** Upgrade to a reliable and secure phone system that grows with the business.
- **Mobile device management:** Securely manage employee mobile devices and ensure data protection.
- **Managed IT services:** Outsource routine IT tasks to free up internal resources.

Cost Savings and Expertise

- **Fractional IT Support:** Get access to dedicated IT professionals without the high cost of a full-time team.
- **Procurement strategy:** Optimize IT spending and negotiate better deals with vendors.
- **Business continuity planning:** Ensure business operations continue even in the event of a disaster.
- **Cost-effective solutions:** Offer tiered service packages to fit various budget constraints.



BUYER PERSONA 3: Enterprise

BUYERS

- Publicly traded or Fortune 500 enterprise
- CISO, CIO, CTO
- **Industry:** Varied
- **Focus:** Strong commitment to supplier diversity and inclusion initiatives

PSYCHOGRAPHICS

- **Values:** Passionate about promoting diversity and inclusion in the workplace and beyond.
- **Interests:** Focus on long and short-term goals.
- **Pain points:** Values security and reliability.
- **Build trust and relationships:** Prioritize personalized touch and warm introductions for high-level executives.

NEEDS AND CHALLENGES

- Finding qualified and reliable diverse vendors
- Identifying innovative and cost-effective solutions while overcoming internal resistance to change
- Mitigate IT risks and ensure data security

MESSAGING

- **Emphasize shared values:** Align GMIs commitment to diversity with the buyer's social responsibility goals.
- **Highlight innovation and expertise:** Showcase GMIs unique technology solutions and proven track record.
- **Focus on risk mitigation and security:** Assure the buyer of GMIs commitment to data protections and compliance.
- **Demonstrate successful partnerships:** Provide evidence of GMIs success collaborations with other large enterprises.



Monthly Nurture Emails

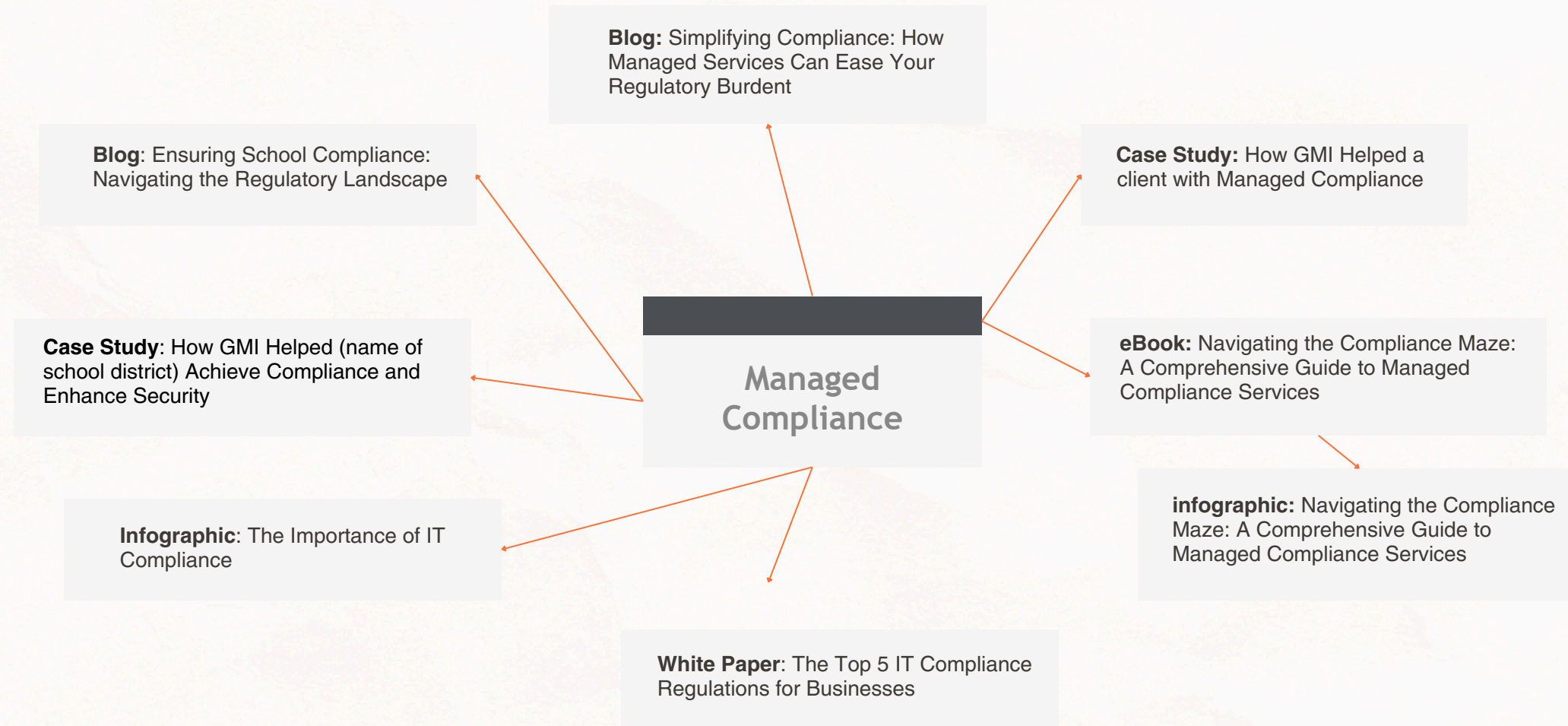
4 Nurture emails a month to the entire database that is generalized content on GMIs successes and Expertise.

Emails to include:

- 1 External Newsletter (Tech Times)
- 3 pieces of collateral



EXAMPLE Content Spider



Content by Vertical



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VERTICAL	TARGET	MARKETING COLLATERAL & EMAIL CAMPAIGNS THEMES	WHY
SLED	Update	update	Proven/Referenceable
Commercial	Update	update	Proven/Referenceable
Enterprise	Update	update	Proven/Referenceable

January 2024

Monday	Tuesday	Wednesday	Thursday	Friday
01	02	03	04	05 Metrics Due: eBook: Enhancing Customer Experience in Telecommunications
08 Metrics Due: Whitepaper: Strategic Subscriber Lifecycle Management in the	09	10 Content Due: eBook: Enhancing Customer Experience in Telecommunications	11	12 Content Due: Whitepaper: Strategic Subscriber Lifecycle Management in the Telecomm Sector
		Metrics Due: Blog: Innovative Strategies for Elevating Telecom CX		Metrics Due: Infographic: NPS Improvement Roadmap for Telecom Companies
15 Metrics Due: Whitepaper: Leveraging Net Promoter Score for Subscriber Retention: Insights and Strategies	16 Content Due: Blog: Innovative Strategies for Elevating Telecom CX	17 Metrics Due: eBook: The Art of Customer Retention in Debt Collection for Subscription Services	18 Content Due: Infographic: NPS Improvement Roadmap for Telecom Companies	19 Metrics Due: Infographic: First Call Resolution: Key Metrics and Industry Benchmarks
22 Metrics Due: Blog: Analyzing Subscriber Churn: Causes, Impacts, and Solutions	23	24 Metrics Due: Whitepaper: Navigating HIPAA Compliance in Healthcare BPO	25	26 Metrics Due: Blog: Enhancing Patient Financial Experience in Healthcare
		Content Due: Whitepaper: Leveraging Net Promoter Score for Subscriber Retention: Insights and Strategies		Content Due: eBook: The Art of Customer Retention in Debt Collection for Subscription Services
29 Metrics Due: Infographic: HIPAA Compliance Checklist for Healthcare Call Centers	30 Content Due: Infographic: First Call Resolution: Key Metrics and Industry Benchmarks	31 Metrics Due: eBook: Transforming Healthcare Experience: Leveraging AI and NPS for Enhanced Customer Satisfaction	01	02



February 2024

Monday	Tuesday	Wednesday	Thursday	Friday
29	30	31	01	02 Content Due: Blog: Analyzing Subscriber Churn: Causes, Impacts, and Solutions Metrics Due: Whitepaper: Maximizing Inbound Sales in Insurance: Strategies and
05 Metrics Due: Blog: The Role of FCR in Enhancing Insurance Customer Experience	06 Content Due: Whitepaper: Navigating HIPAA Compliance in Healthcare BPO	07 Metrics Due: Blog: Navigating the Subscriber Lifecycle in Home Services	08 Content Due: Blog: Enhancing Patient Financial Experience in Healthcare	09 Metrics Due: Infographic: Key Metrics in Insurance Customer Experience
12 Metrics Due: Whitepaper: Revolutionizing Customer Support in Travel & Hospitality	13 Content Due: Infographic: HIPAA Compliance Checklist for Healthcare Call Centers	14 Metrics Due: Whitepaper: Maximizing Subscriber Lifecycle Value: A Guide for Travel and Cruise Operators	15 Content Due: eBook: Transforming Healthcare Experience: Leveraging AI and NPS for Enhanced Customer Satisfaction	16 Metrics Due: Blog: Unlocking Growth with Net Promoter Score: Strategies for Hotels
19 Metrics Due: Infographic: First Contact Resolution: A Key to Customer Satisfaction in the Travel Industry	20 Content Due: Whitepaper: Maximizing Inbound Sales in Insurance: Strategies and Techniques	21 Metrics Due: Whitepaper: Maximizing NPS for eCommerce Success	22 Content Due: Blog: The Role of FCR in Enhancing Insurance Customer Experience	23 Metrics Due: Blog: 7 Customer Retention Strategies for eCommerce Success
26 Metrics Due: Blog: Key Call Center Metrics: Vital Insights for eCommerce Businesses Content Due: Blog: Navigating the Subscriber Lifecycle in	27	28 Metrics Due: Infographic: KPIs for Ecommerce Customer Service Content Due: Infographic: Key Metrics in Insurance Customer	29	01



March 2024

2024

CALENDAR YEAR

MARCH

CALENDAR MONTH

MONDAY

FIRST DAY OF WEEK

Monday	Tuesday	Wednesday	Thursday	Friday
26	27	28	29	01 Content Due: Whitepaper: Maximizing Subscriber Lifecycle Value: A Guide for Travel and Cruise Operators Metrics Due: Whitepaper: Optimizing Customer Support for Online Betting Success
04 Metrics Due: Whitepaper: 6 Steps to Enhance Mobile Sports Betting Support with Customer Insights	05 Content Due: Blog: Unlocking Growth with Net Promoter Score: Strategies for Hotels	06 Metrics Due: Blog: The Importance of Sports Betting Customer Support	07 Content Due: Infographic: First Contact Resolution: A Key to Customer Satisfaction in the Travel Industry	08 Metrics Due: eBook: Staff Expansion Strategies in the Sports Betting Industry
11 Content Due: Whitepaper: Maximizing NPS for eCommerce Success	12	13 Content Due: Blog: 7 Customer Retention Strategies for eCommerce Success	14	15 Content Due: Blog: Key Call Center Metrics: Vital Insights for eCommerce Businesses
18	19	20 Content Due: Infographic: KPIs for Ecommerce Customer Service	21	22 Content Due: Whitepaper: Optimizing Customer Support for Online Betting Success
25	26 Content Due: Whitepaper: 6 Steps to Enhance Mobile Sports	27	28 Content Due: Blog: The Importance of Sports Betting Customer	29 Content Due: eBook: Staff Expansion Strategies in the Sports





Telecommunications

TIMELINE

CONTENT FOCUS

CONTENT

January

Target:
Regional Cable, Internet and
Wireless

KPIs:
FCR, NPS, Subscriber life
cycle management
collections, Save/Retention

eBook: "Enhancing Customer Experience in Telecommunications"

Whitepaper: "Strategic Subscriber Lifecycle Management in the Telecomm Sector"

Blog: "Innovative Strategies for Elevating Telecom CX"

Infographic: "NPS Improvement Roadmap for Telecom Companies"

January

Email Campaign
Flow - Telecomm

4 emails that utilize the above content



Streaming/Subscription Services

TIMELINE

CONTENT FOCUS

CONTENT

January

Target:
Recurring Subscription Services
Companies

KPIs:
FCR, NPS, Subscriber life cycle
management collections,
Save/Retention, Price

Whitepaper: "Leveraging Net Promoter Score for Subscriber Retention: Insights and Strategies"

eBook: "The Art of Customer Retention in Debt Collection for Subscription Services"

Infographic: "First Call Resolution: Key Metrics and Industry Benchmarks"

Blog: "Analyzing Subscriber Churn: Causes, Impacts, and Solutions"

January

Email Campaign
Flow - Streaming

4 emails that utilize the above content



Healthcare Wellness

TIMELINE

CONTENT FOCUS

CONTENT

January

Target:
Subset of large companies

KPIs:
HIPAA compliance, claims
processing, collections, FCR, NPS

Whitepaper: "Navigating HIPAA Compliance in Healthcare BPO"

Blog: "Enhancing Patient Financial Experience in Healthcare"

Infographic: "HIPAA Compliance Checklist for Healthcare Call Centers"

eBook: "Transforming Healthcare Experience: Leveraging AI and NPS for Enhanced Customer Satisfaction"

January

Email Campaign Flow - Healthcare

4 emails that utilize the above content



PLANNING SHEET

Vertical Topics



VERTICAL SLED

Target: Regional Cable,
Internet and Wireless

**Marketing Collateral and
Email Campaign Themes:**

FCR, NPS, Subscriber life
cycle management,
collections, Save/Retention

Why: Proven/Referenceable

COLLATERAL

eBook

1. "Enhancing Customer Experience in Telecommunications"

- Reference: [Does First Call Resolution Positively Impact Transactional NPS®?](#)
- Focus: How FCR impacts customer satisfaction and NPS scores in telecom.

Whitepaper: A white paper is an informational document issued by a company to promote the features of a solution or product.

2. "Strategic Subscriber Lifecycle Management in the Telecomm Sector"

- Reference: The telecoms customer lifecycle
- Focus: Strategies for effective subscriber lifecycle management.

- McKinsey & Company - Telecom customer experience: Keys to success
- MarketResearch.com - Telecom Customer Experience Management Trends and Use Cases in 2023
- OvationCXM - What's Happening in 2023 Telecom Customer Experience Management
- Startek - Five trends shaping customer experience in telecom in 2023
- WebEngage - Segmentation and Personalization Strategies in Telecom

Blog

1. "Innovative Strategies for Elevating Telecom CX"

- Reference: [Winning in telecom CX](#)
- Focus: Improving customer experience in telecom, with innovative strategies.

Infographic

2. "NPS Improvement Roadmap for Telecom Companies"

- Reference: [Telecom Companies: How to Improve Your NPS Survey for Better Results](#)
- Focus: NPS benchmarks and improvement strategies in the telecom industry.



VERTICAL

Commercial

Target: Recurring
Subscriptions Services
Companies

**Marketing Collateral and
Email Campaign Themes:**

FCR, NPS, Subscriber life
cycle management,
collections, Save/Retention,
Price

Why: Proven/Referenceable

COLLATERAL

Whitepapers

1. "Leveraging Net Promoter Score for Subscriber Retention: Insights and Strategies"

◦ **Resources:**

- MaestroQA: Offers a guide to Net Promoter Score (NPS) for customer service.
- CustomerGauge: Discusses Netflix's NPS score and strategies for securing exceptional customer loyalty.

eBooks

2. "The Art of Customer Retention in Debt Collection for Subscription Services"

◦ **Resources:**

- PDCflow Blog: Discusses creating a positive customer experience in debt collection.
 - URL: pdcflow.com

Infographics

1. "First Call Resolution: Key Metrics and Industry Benchmarks"

◦ **Resources:**

- Playvox: Details strategies to improve the First Contact Resolution Rate.

Blogs

2. "Analyzing Subscriber Churn: Causes, Impacts, and Solutions"

◦ **Resources:**

- Deloitte Insights: Discusses streaming video services and subscriber churn.



VERTICAL

Enterprise

Target: Subset of large companies

Marketing Collateral and

Email Campaign Themes:

HIPAA compliance, claims processing, collections, FCR, NPS

Why: Proven/Referenceable

COLLATERAL

Whitepapers

1. "Navigating HIPAA Compliance in Healthcare BPO"

- Reference: 'Comprehensive Guide to HIPAA Compliance For Call Centers'
 - Focus: In-depth exploration of HIPAA compliance challenges and solutions in the BPO industry.

Blogs

2. "Enhancing Patient Financial Experience in Healthcare"

- Reference: 'How the patient financial experience impacts loyalty'
 - Focus: The impact of patient financial interactions on loyalty and satisfaction.

Infographics

1. "HIPAA Compliance Checklist for Healthcare Call Centers"

- Reference: 'Comprehensive Guide to HIPAA Compliance For Call Centers'
 - Focus: Visual guide to HIPAA compliance in call centers.

eBook

"Transforming Healthcare Experience: Leveraging AI and NPS for Enhanced Customer Satisfaction"

- Focus: Utilizing insights from 'Unlocking new possibilities for debt collections with AI Chatbots and Voicebots' this eBook will delve into how AI technology and the Net Promoter Score can be used to dramatically enhance customer satisfaction in the healthcare sector.

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Addendum

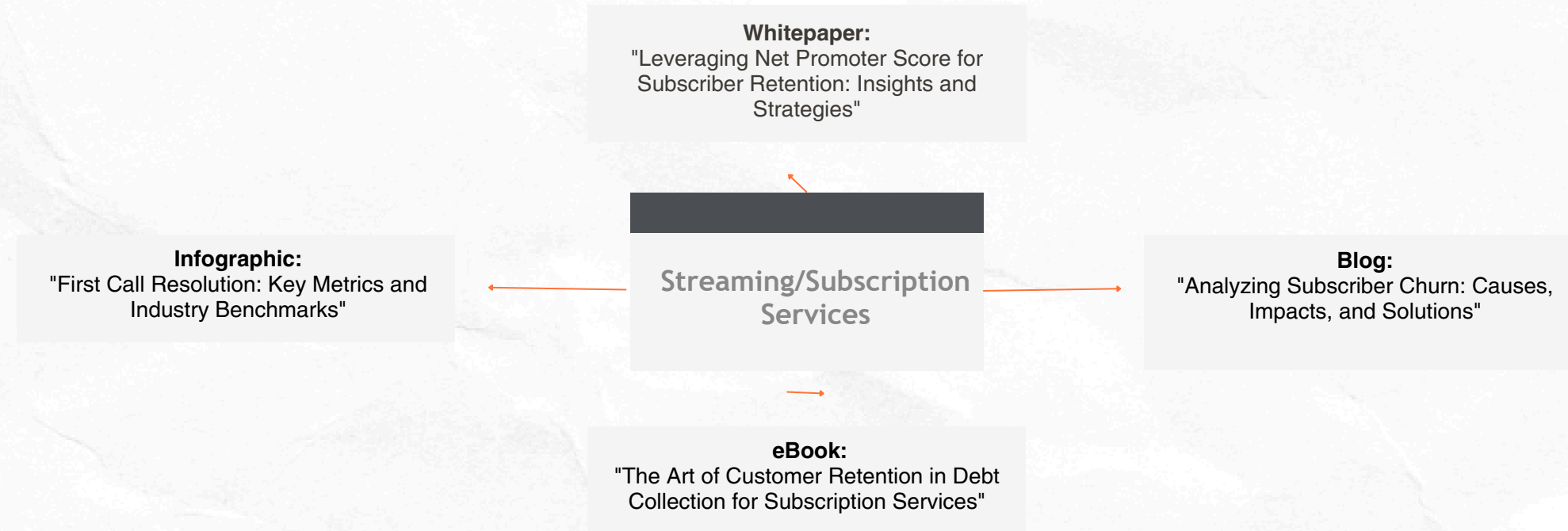


VERTICAL SLED





VERTICAL Commercial





VERTICAL Enterprise

