



Sample Marketing Plan

Pre-Launch (30 days prior)

Newspaper (targeting consumers and business owners)

- 2 full page full color ads each week in daily newspaper (image, teaser ads for site coming soon)
- 3+ smaller ads per week in daily newspaper (1/2 page and smaller) (teaser ads for site coming soon)
- Similar smaller campaign in all weekly niche publications: TV Guide, Entertainment tab, other tabs reaching niche audiences.

Online (targeting consumers)

- Teaser banner ads across all open inventory on all sites (newspaper, entertainment, niche sites)

Direct Mail (targeting business owners)

- Letter targeted to all businesses in database, to announce site features, and a form included for them to fill out and return to verify their data and gather additional info: hours of operation, website address, email address, contact person, other information you'd like to gather pre-launch.
- Post-card marketing targeted by category (pizza, restaurants, retail, etc.)
- Invitation to attend a launch party, listen to a group presentation of what is coming, give incentives to sign up in advance, etc.

Television (targeted to consumers)

- 50+ teaser cable spots (trade) to promote the directory, targeted to specific networks with different spots targeting different audiences (MTV, Comedy Central for example to target under 30 audience;

Other Marketing

- Business cards: Create a partnership with a local printer – provide 50 business cards to each Multimedia Complete business partner (sold in pre-launch phase and ongoing)
- Window clings: Supply all paying marketplace partners with a window/door cling(s) to put on the front door or window of their storefront(s) and/or drive-thru windows, in addition to the window(s) of their service vehicles.



Sample Marketing Plan

Launch + 60 days

Newspaper Campaigns

- Business campaign: 2 full page full color ads each week promoting “how to claim your business” with screen shots of process.
- Consumer campaign: 2 full page full color ads each week promoting “BOLD listings give you MORE” with screen shots of site examples and rich content available such as coupons, calendars, business hours, website links, maps, photos and more.
- ¼ page full color ad (standard template) run 1x for every Multimedia Complete business partner (once their site is rich with content, pull out unique features/content to display with screen shots in the ads)
- Other smaller space ads running 1+ times each week to promote the site, general usage, THE source for finding things in the community specifically targeted to “pizza” and “food” categories (since these 2 categories are top referenced in Yellow Pages and online directories).
- Ads in special sections targeted to each specific audience.
- Recommended: Editorial feature in the business section announcing the site as a resource to help consumers in your market. Especially helpful site (even at the FREE level) for non-profits, clubs and organizations to use to put them on the map, etc.

Online

- Continue general promotion via open ad inventory and in prominent positions on front page navigation and on all story pages.

Television

- 75+ cable spots per week targeted to searching locally for “food” and “pizza” (since those 2 categories are top referenced categories in Yellow Pages and other online directories).

Direct Mail/Other

- Continue targeting businesses by category with informational letter, post card, and/or brochure to invite a business to “claim” their business and agree to a “free” training session – where a group presentation and/or incentive could be presented.
- ½ page ad in area magazine(s)
- ½ page ad in newcomer glossy publication
- ½ page ad in Chamber of Commerce directory
- Continue dispersing business cards and window clings to paying customers.



Sample Marketing Plan

61 days to 120 days

Newspaper Campaigns

- Business campaign: 1 full page full color ad each week promoting “how to claim your business” with screen shots of process.
- Consumer campaign: 1 full page full color ad each week promoting usefulness of the site.
- Continue running ¼ page ads for Multimedia Complete partners as they are sold.
- Continue ads in related special sections, magazines and other community publications that are published annually, quarterly, etc.
- Begin tracking business and consumer feedback/success stories to use later in testimonial ad campaign.

Online

- Continue general promotion via open ad inventory and in prominent positions on front page navigation and on all story pages.

Television

- 75+ cable spots per week targeted to searching locally for “food” and “pizza” (since those 2 categories are top referenced categories in Yellow Pages and other online directories).

Direct Mail/Other

- Continue targeting businesses by category with informational letter, post card, and/or brochure to invite a business to “claim” their business and agree to a “free” training session – where a group presentation and/or incentive could be presented.
- Continue running ads in various community publications – magazine, newcomer guide, Chamber of Commerce directory, etc.
- Continue dispersing business cards and window clings to paying customers.



Sample Marketing Plan

Month 5 to month 8

Newspaper Campaigns

- Smaller sized and less frequent ads to promote the “claiming your business” process.
- Half page to ¼ page ads each week to promote user and business testimonials.
- Print insert wrap on a monthly basis to use as needed with a generic message targeting business owners and/or consumers.
- Ongoing ads in related special sections.
- Continue running ¼ page ads for Multimedia Complete partners as they are sold.

Online

- Continue general promotion via open ad inventory and in prominent positions on front page navigation and on all story pages.

Television

- 25+ cable spots per week targeted to searching for “food” and/or other seasonal categories such as “planning your holiday shopping – find holiday hours posted on Marketplace”

Direct Mail/Other

- Continue targeting businesses by category with informational letter, post card, and/or brochure to invite a business to “claim” their business and agree to a “free” training session – where a group presentation and/or incentive could be presented.
- Continue running ads in various community publications – magazine, newcomer guide, Chamber of Commerce directory, etc.
- Continue dispersing business cards and window clings to paying customers.
- Begin email marketing campaign to those businesses who have “claimed” their business on Marketplace.
- Consider partnerships with local movie theatres: In Lawrence, there is a smaller theatre downtown that shows older films and has a monthly “midnight movie” showing of a featured film – such as The Shining. LJWorld entered into a trade agreement with this theatre to be the primary sponsor of the Midnight Movie Madness showings by trading a MP site for the events (\$2,400 annual value) and a small promotional ad schedule prior to each midnight showing.
- LJWorld is also using LawrenceMarketplace.com as a primary brand to promote in the community via other event sponsorships – en lieu of using the newspaper brand which had been the traditional approach.



Sample Marketing Plan

Month 9 to month 12 (and beyond)

Newspaper Campaigns

- Half page to ¼ page ads each week to promote user and business testimonials.
- Print insert wrap on a monthly basis to use as needed with a generic message targeting business owners and/or consumers.
- Ongoing ads in related special sections.
- Continue running ¼ page ads for Multimedia Complete partners as they are sold.

Online

- Continue general promotion via open ad inventory and in prominent positions on front page navigation and on all story pages.

Television

- 25+ cable spots per week targeted to searching for “food” and/or other seasonal categories such as “planning your holiday shopping – find holiday hours posted on Marketplace”

Email Marketing

- Continue email-marketing campaign to those businesses that have “claimed” their business to encourage a paid partnership.
- Email newsletter: Send a monthly e-newsletter to paying business partners to showcase good site examples, unique content ideas, offer monthly awards for “best site” and/or “best coupon deal” on paid sites. Share user and business testimonials via quotes and videos in the newsletter.

One-Year Anniversary Celebration

- Partnership Appreciation Event: Host an event to celebrate your one-year anniversary by inviting every current MP paying customer. LJWorld hosted an event at a local venue where they provided food and beverages, gave away door-prizes, presented a short slideshow as a “state of the union” address to communicate: site traffic patterns, user and business testimonials, showcase marketing examples and future marketing plans, award “best of” to businesses using their sites in the most creative ways.
 - o Offer special incentives for other advertising programs with your newspaper (for those business owners who attended the event only).
 - o Rally the print sales team behind the event by offering special sales incentives to re-sign existing contracts for 12 month terms.
 - o Invite key representatives from your company (owners, publishers, business editor, news photographers, local celebrities, key prospects, etc. to show the business owners the commitment behind the product and appreciation for their partnership.