

Udugu Journey

MARKETING STRATEGY DEVELOPMENT

October 12, 2023

University of Mary Washington (MKTG490)

AGENDA

- Briefing
- Firm Analysis
- Competitor Analysis
- Marketing Plan
- Financial Plan
- Content Package
 - Social Media Templates
 - Flyers
 - Business Cards
- Brand Redesign (Logos, Color Palette, Brand Personality)
- Future Directions



BRIEFING

- Beginning information
- Initial thoughts
- Main goals
 - To provide a comprehensive and achievable marketing strategy for Udugu Consulting
 - To actively analyze competitors and the risk of substitutes
 - To effectively utilize the available marketing budget



Firm Analysis

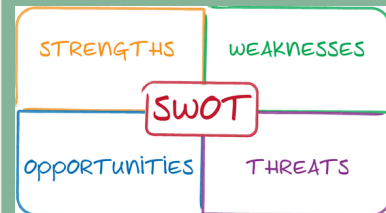
MAIN GOALS, SWOT ANALYSIS, WEBSITE ANALYSIS, SOCIAL MEDIA ANALYSIS & POTENTIAL PARTNERSHIPS

MAIN GOALS

- Increase social media presence
 - Platform recommendations
 - Scheduling and reporting suggestions
- Boost competitiveness
 - Finalize website
 - Elaborate on background knowledge and experience
 - Assess potential partnerships
- Define Key Performance Indicators (KPI's)
 - Provide guidelines to help achieve success
 - Tracking of customer influx
 - Explore External resources for customer outreach and financial management



SWOT ANALYSIS



STRENGTHS

- Experience and knowledge
- Capabilities offered
- Location and flexibility to expand services
- Value and quality of services
- Variety of services

WEAKNESSES

- Starting off on her own for the first time
- GAP in Competitive strengths
- Website needs to reflect services and firm name link
- No testimonials to showcase
- Low social media presence

OPPORTUNITIES

- Available certifications or requirements to enter Gov't market
- Link website to tie it to meaning of firm name and reflect color scheme to follow it
- Partnering with other firms in order to be able to serve larger companies

THREATS

- Innovation in services and tools offered
- Obstacles for entering the Government market
- Lack of market demand
- Limited capacity to service bigger firms
- Consumers might prefer a firm that has had more clientele



WEBSITE ANALYSIS

- **Strengths:**
 - Navigation of the website is very smooth.
 - Your services are mentioned on the first page
 - Scheduling a free consultation is simple
 - The theme is consistent throughout
- **Areas for Improvement:**
 - Potentially brightening the website with a color palette change (we'll talk more about this later)
 - The “about me” button and the “about us” section



SOCIAL MEDIA ANALYSIS

- **Instagram:**

- Would be good for all audiences but would be especially appealing for younger generations.
- Posts on here could be a little more casual
- “Stories”: This Instagram feature could be used to promote any potential events, especially ones targeted toward college students.
 - Could also be used as a good method to highlight and organize services
 - Some posts could be targeted towards college students, however most posts can display a more professional element and attract a multitude of professional market segments



SOCIAL MEDIA ANALYSIS

- **Facebook:**

- Great for all audiences
- Given the huge popularity amongst many generations of people, this may be the platform you would want to post the most on
- Over 80% of businesses use Facebook
- Stories feature is also available



- **Youtube:**

- Another widely used platform
- You could post videos explaining how one could get into this field of work as well as information about consulting
- You can find an intern who is skilled in content creation/ graphic design/ video animation to assist in the creation of these videos.



S O C I A L M E D I A A N A L Y S I S

Blog:

Potential Blog Websites:

GoDaddy



SquareSpace



Wordpress



Blog Ideas:

- “How to build a strong consulting firm”
- “How to approach difficult clients in a consulting business”
- “Benefits of having a PMI certificate”
- “How to get started in the consulting industry”
- “Best ways to delegate tasks”
- “How to maintain a strong team”

Strategy for making the blog

- Make sure the blog has a unique niche
- Explain all the services that are being provided by your company
- If popularity is gained on any social media platforms, you could implement a “subscription” to your blog using services such as Patreon
- Include a link to the blog on all platforms as well as the website

COMMUNITY AND BUSINESS PARTNERSHIPS

Consider reaching out to businesses and organizations to build relationships and increase brand awareness.

Stafford County
Economic Development

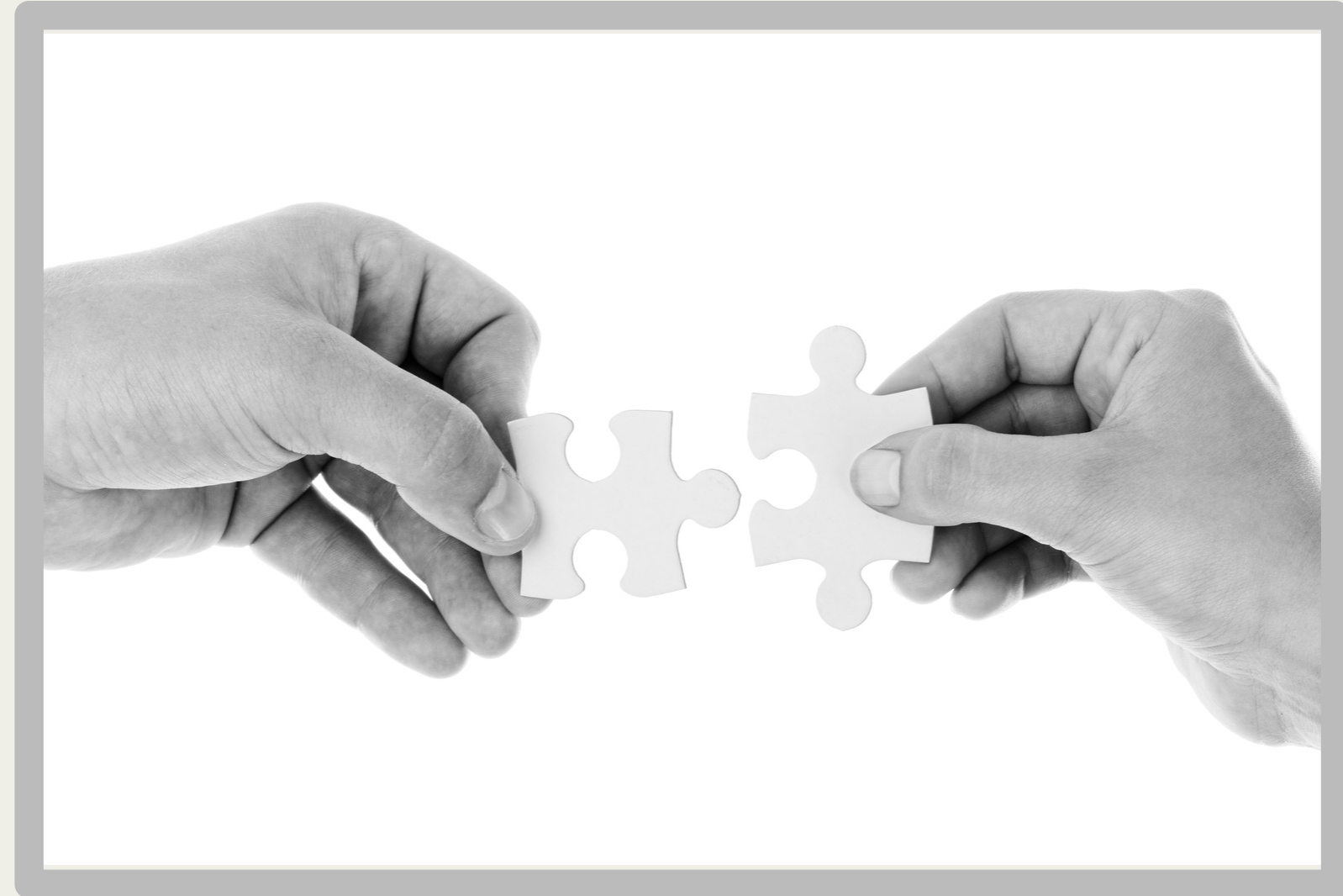
Systems Technology
Forum Ltd.

Fredericksburg Regional
Chamber of Commerce

YELP/Google
Business Pages

University of
Mary Washington

Stafford
Multiservices LLC



Competitor Analysis

PMI VS. SAFE COMPARISON

PMI VS SAFe COMPARISON

SAFe:

- High demand for SAFe practitioners
- Cheaper than a PMI certificate
- Does not require as much experience so more people are able to obtain it
- Many organizations are starting to use a scaled agile framework so people with a SAFe certificate are often prioritized

PMI:

- Usually obtained by individuals with more experience
- You can often assume people with a PMI certificate have more knowledge on agile framework than someone with a SAFe certificate

Would you consider adding SAFe as a service?



Marketing Plan

POTENTIAL EVENTS

ABOUT MY BUSINESS-WOMENPRENEUR EXPO

THE ALL ABOUT MY BUSINESS EXPO IS A FAIR WHERE WOMEN ENTREPRENEURS HAVE THE OPPORTUNITY TO NETWORK, LEARN, AND SHOWCASE THEIR BUSINESSES.



SAT., OCT. 21, 10AM-3PM



MILL POINT PARK
100 EATON STREET HAMPTON, VA 23669



FREE (ATTENDING ONLY, NOT AS A VENDOR)

UMW CAREER FAIR

IF YOU ARE INTERESTED IN HIRING AN INTERN FOR MARKETING AND CONTENT CREATION, THIS EVENT WOULD BE HELPFUL.



THURS., OCT. 26, 10AM-2PM



UMW CRUC CHANDLER BALLROOM

\$400

BLACK OWNED SMALL BUSINESS EXPO

INCLUDES LOCAL SMALL BUSINESS VENDORS, RESOURCES FOR SMALL BUSINESSES, FUNDING SOURCES AND MORE RECENTLY, WORKSHOPS AND SEMINARS DEDICATED TO BUSINESS AND PERSONAL DEVELOPMENT.



SAT., NOV. 25, 9AM-5PM



BALTIMORE CONVENTION CENTER
1 W. PRATT STREET, BALTIMORE MD 21201



\$185 (VENDOR FEE)

MCWEN: SMALL BUSINESS EXPO & NETWORKING

AN INCREDIBLE OPPORTUNITY TO NETWORK AND CONNECT WITH LOCAL ENTREPRENEURS, BUSINESS OWNERS, AND COMMUNITY LEADERS.



FRI., DEC. 22, 6-8:30PM



5820 EDMONDSON AVE. BALTIMORE, MARYLAND



\$100 (EARLYBIRD VENDOR FEE)

THE AIDA MODEL

SOURCE: [HTTPS://DOI.ORG/10.1016/J.SBSPRO.2015.01.363](https://doi.org/10.1016/j.sbspro.2015.01.363)

ATTENTION

"WHAT IS IT?"

BRINGING AWARENESS TO THE MARKET OFFERING

- ACTIVELY UTILIZE SOCIAL MEDIA
- USE REFERRALS
- ADVERTISE ON WEBSITES
- USE TRADITIONAL MARKETING STRATEGIES
 - FLYERS, STICKERS, NEWSPAPER ADS
- CROSS LINK WEBSITE AND SOCIAL MEDIA
- ATTEND EVENTS



INTEREST

"I LIKE IT"

BUILD INTEREST IN YOUR COMPANY AND SERVICES

- PROVIDE CLEAR INFORMATION ABOUT THE PRODUCTS
- ADVERTISE SERVICES
- PROVIDE CLEAR INFORMATION ABOUT THE COMPANY
- PROVIDE A LIST OF SERVICES AND A PRICING GUIDELINE



DESIRE

"I WANT IT"

CREATE A DESIRE TO PURCHASE FROM YOUR BRAND

- OFFER PROMOTIONS, CONTESTS, AND GIVEAWAYS
- RESPOND TO COMMENTS AND FEEDBACK IN A TIMELY MANNER
- UPDATE SOCIAL MEDIA REGULARLY
- OFFER QUALITY PRE-SALES CUSTOMER SERVICE



ACTION

"I'M GETTING IT"

CALL TO ACTION TO MAKE A PURCHASE

- HAVE A CLEAR ORDERING PROCESS
- HAVE CLEAR INFORMATION ABOUT PAYMENT PROCESS AND OPTIONS
- HAVE A CLEAR TIMELINE FOR THE DELIVERY OF SERVICES



COMMUNITY PARTNERSHIPS

CONSIDER REACHING OUT TO VARIOUS LOCALITIES TO BUILD RELATIONSHIPS AND INCREASE BRAND AWARENESS



STAFFORD COUNTY ECONOMIC DEVELOPMENT

CONTACT TO DISCUSS ANY POSSIBILITIES TO RECEIVE ANY BENEFITS AS A SMALL BUSINESS OWNER AND POTENTIAL ADVERTISING SUPPORT

THE UPS STORE

CAN REQUEST TO PROVIDE BUSINESS CARDS OR FLYERS TO ADVERTISE TO THEIR CLIENTELE

SYSTEMS TECHNOLOGY FORUM LTD (IT AND MANAGEMENT SERVICES)

POTENTIALLY SERVICING SIMILAR CLIENTELE CAN PARTNER TO ADVERTISE TO THEM

FREDERICKSBURG REGIONAL CHAMBER OF COMMERCE

CAN ALSO RESEARCH POTENTIAL SUPPORT OR BENEFITS THEY PROVIDE TO SUPPORT SMALL BUSINESSES

UNIVERSITY OF MARY WASHINGTON

LOOK INTO THE POSSIBILITY TO ADVERTISE SERVICES DURING CAREER FAIR AND BOOST REPUTATION WITH PRO-BONO WORK WITH STUDENTS

STAFFORD MULTI-SERVICES LLC (TAX SERVICES FIRM)

POTENTIAL BUSINESS TO PROPOSE MUTUAL ADVERTISING BENEFITS

Financial Plan

	2024
Total Budget	\$8,000.00
Budget Used	56%

<u>Categories</u>
Traditional Marketing
Digital Marketing
Events
Subscriptions/Memberships

We recommend that the remaining
\$3,511.00
Be used to hire a content creation/ market research intern

Option 1	Internship Length: 16 weeks (1 semester) Hourly wage \$14.63 Hours/week 15.00
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Option 2	Internship Length: 8 weeks (1/2 semester) Hourly wage \$21.94 Hours/week 20.00
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Option 3	Internship Length: 20 weeks (Semester + some Summer) Hourly wage \$17.56 Hours/week 10.00
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Option 4	Internship Length: 32 weeks (Spring 24 & Fall 24 Semester) Hourly wage \$15.67 Hours/week 7.00
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Action	Date	Category	Estimated Cost
Print Flyers (100) - Canva	ASAP	Traditional Marketing	\$85.00
Print Business Cards (250) - Canva	ASAP	Traditional Marketing	\$25.00
Black Owned Small Biz Expo	ASAP	Events	\$185.00
Full Page Ad in Guide	ASAP	Traditional Marketing	\$120.00
MCWEN Small Business Expo	ASAP	Events	\$100.00
Constant Contact Subscription	1/8/24	Subscriptions/Memberships	\$144.00
Canva Pro Subscription	1/8/24	Subscriptions/Memberships	\$120.00
Chamber of Commerce Membership	1/1/24	Subscriptions/Memberships	\$1,500.00
Google Pay Per Click Advertising	1/8/24	Digital Marketing	\$750.00
LinkedIn Advertisements	1/8/24	Digital Marketing	\$750.00
Meta (Facebook & Instagram) Ads	1/8/24	Digital Marketing	\$600.00
Print Brochures (150) - Canva	1/8/24	Traditional Marketing	\$110.00
Total Cost:			\$4,489.00


Content Package

**SOCIAL MEDIA TEMPLATES, MEDIA CONTENT IDEAS/SUGGESTIONS,
FLYERS, BROCHURES, BUSINESS CARDS**

Social Media Templates

view all 3 comments
12 hours ago

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DISCOVER THE MAGIC OF STRONG AND EFFECTIVE TEAMWORK


UDUGU JOURNEY OFFERS TEAM BUILDING WORKSHOPS

Sign Up >

1,817 likes

udugu.journey We offer many resources to help you build the most successful team possible. Click the link in our bio to learn more

View all 15 comments

 @udugu.journey Follow +8 ...

9 posts 10.3K followers 100 following

Brenda Dixon - PMI Certified Training Partner
Professional & Personal Coaching for businesses, teams, and young adults.

POSTS TAGGED



DISCOVER THE MAGIC OF STRONG AND EFFECTIVE TEAMWORK
UDUGU JOURNEY OFFERS TEAM BUILDING WORKSHOPS

PLANT THE SEEDS FOR SUCCESS
UDUGU JOURNEY WILL HELP YOUR COMPANY THRIVE

WANT TO STRENGTHEN YOUR TEAM?
UDUGU CAN HELP


AGILE ADVISORY MADE SIMPLE
UDUGU OFFERS AGILE PROJECT MANAGEMENT CERTIFICATION COURSES
VISIT [WWW.UDUGU.INFO/COACHING](https://www.udugu.info/coaching) TO LEARN MORE


LEARN HOW TO CREATE A VISION OF SUCCESS IN BUSINESS, CAREER, AND LIFE

NEED CONSULTING?
UDUGU JOURNEY
Empower independence, Inspire interdependence
• Agile Advisory
• Workshop Facilitating
• Coaching
Free Initial Consultation!
Contact us:
BRENDA@UDUGU.INFO
571-213-5904

We Help Your BUSINESS Work Effectively
UDUGU Journey
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www.udugu.info/coaching
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We Help Your BUSINESS Work Effectively

"Empower Independence, Inspire Interdependence"

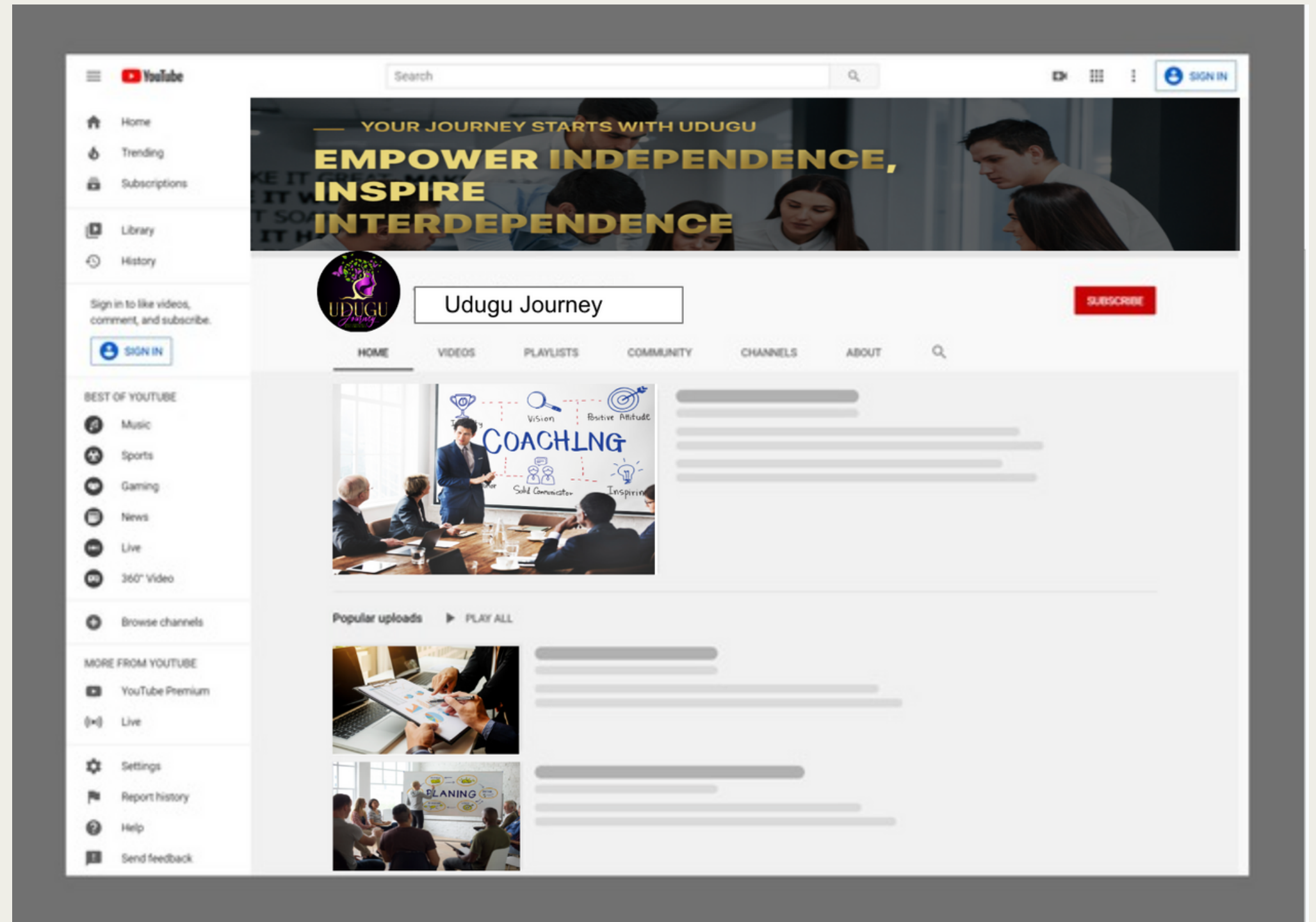
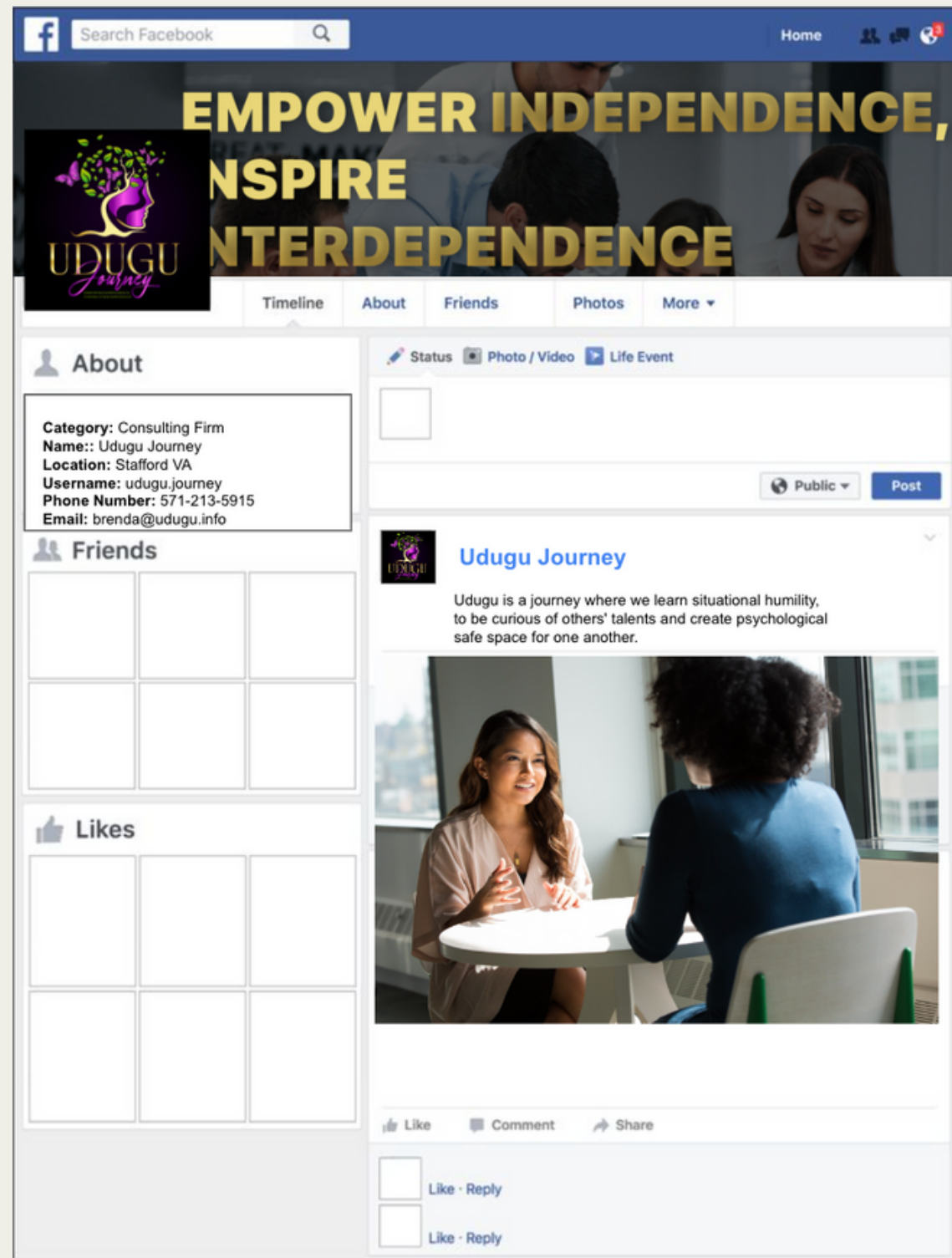
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udugu.journey Udugu Journey can provide valuable service transformation, training, mentoring and coaching. "In our silos we things done but when we step back and reach out and across, miracles happen" Let us help you reach your full potential!

Social Media Templates



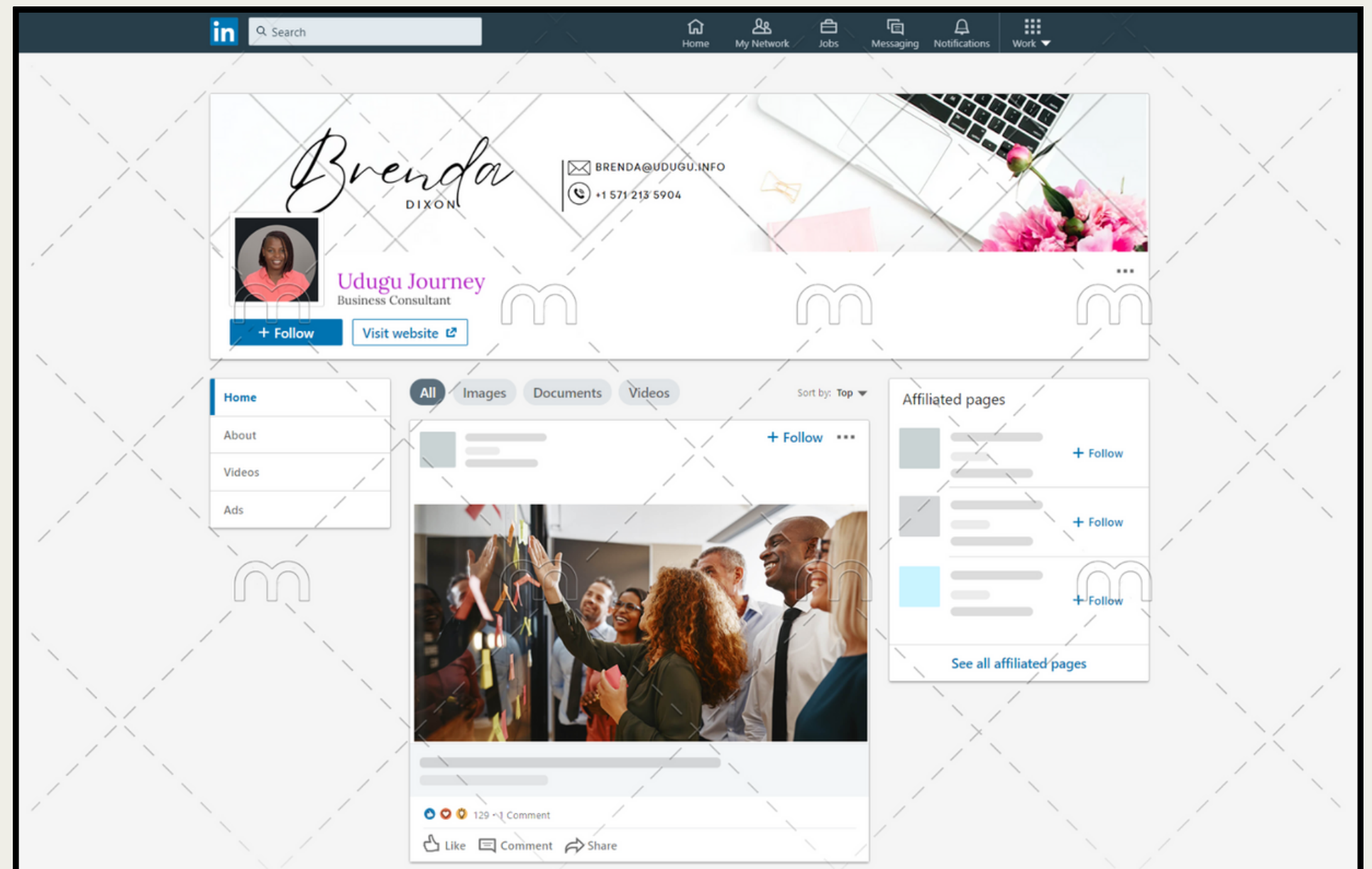
Content Ideas

Blog:

- “Importance of Certifications and How to Obtain Them”
- “Tips for Utilizing Your Budget”
- “Navigating change: How to Lead Your Team Through Transitions”
- “Best Ways to Delegate Tasks”

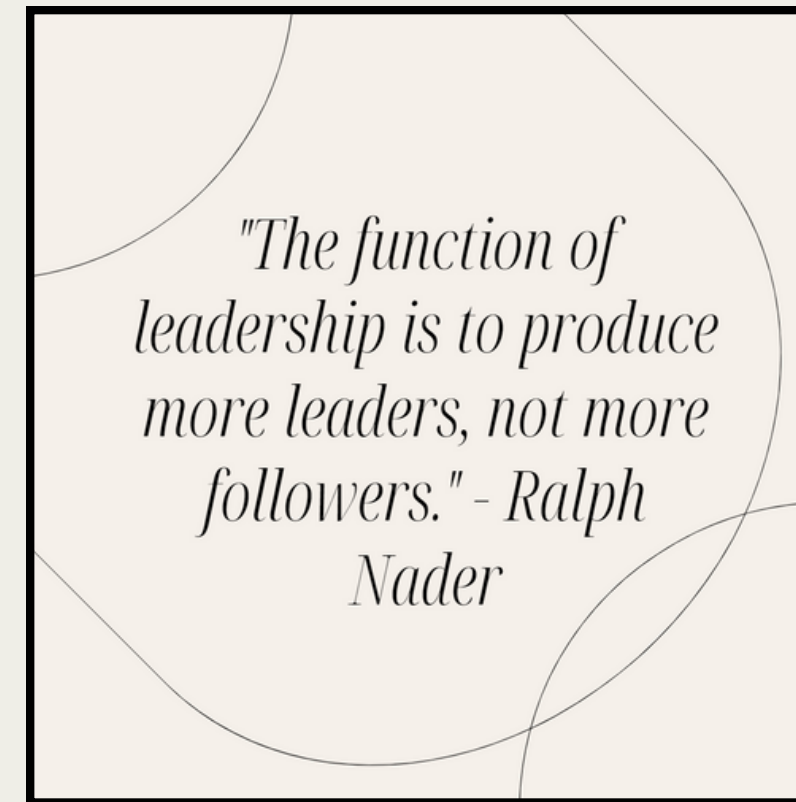
LinkedIn:

- Home
 - Overview of services
- About
 - Credentials
 - Achievements
- Affiliated pages
 - Partners
 - Coworkers



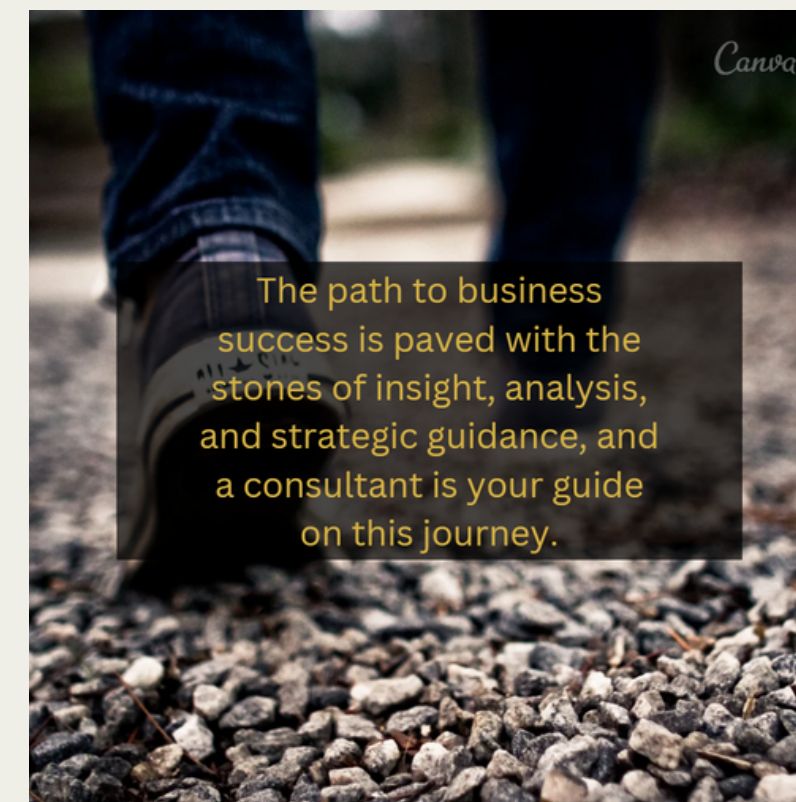
Photos & Captions:

“At Udugu Journey, we offer a coaching service to help you and your team reach its full potential.”



“Want to be a better leader? Contact Udugu Journey!”

“In an ever-changing economy, Udugu Journey can help you analyze options to make the best decisions”



“Pick Udugu Journey to guide you in running a successful business”.

Media Suggestions


Post Schedule:

- Instagram
 - 2-3 times per week
 - 1-2 times per day
- Facebook
 - 1-2 times daily
- LinkedIn
 - 1-2 times daily

Branching Out:

- Yelp
 - Reviews/Feedback
 - Transparency
- Tumblr
 - Blogs
 - Searchability

Brochure



UDUGU Journey
EMPOWER. INSPIRE. INTERDEPENDENCE.

Our Services

Agile Advisory
Are you ready to start your Agile journey? How healthy is your Agile transformation?

Coaching
This includes Executive Coaching , Strategy Coaching, Team Coaching, Special Purpose Coaching.

Workshop Facilitating
This includes Large Group Facilitation, Meeting Transformation, Issue Resolution, Team Building Facilitation.

ABOUT US

Welcome to Udugu Journey

OUR MISSION

At Udugu Journey, our mission is to guide you through a transformative adventure of self-discovery, helping you unveil your true potential, purpose, and passions. We understand that the journey of life is a continuous exploration, and we're here to accompany you every step of the way. Our aim is to empower you to harness your inner strengths and create a lasting impact not only on yourself but also on the world around you.



Brenda Dixon

UDUGU JOURNEY

WWW.UDUGUJ.AISCOR.COM

HOW TO REACH US

If you have any questions or want to contact us, you can visit our website and go to the contact us section and fill out the contact information form.



CONTACT

- 571-213-5904
- Brenda@udugu.info
- www.uduguj.aiscor.com

Our Values

These values listed are core values we live by here at Udugu, these keep us on track with what we are trying to do as a business, so that you get the best result.



Passion for value creation and entrepreneurial spirit



Leadership and collaboration



Quality in all we do and Integrity



Accountability and Trust

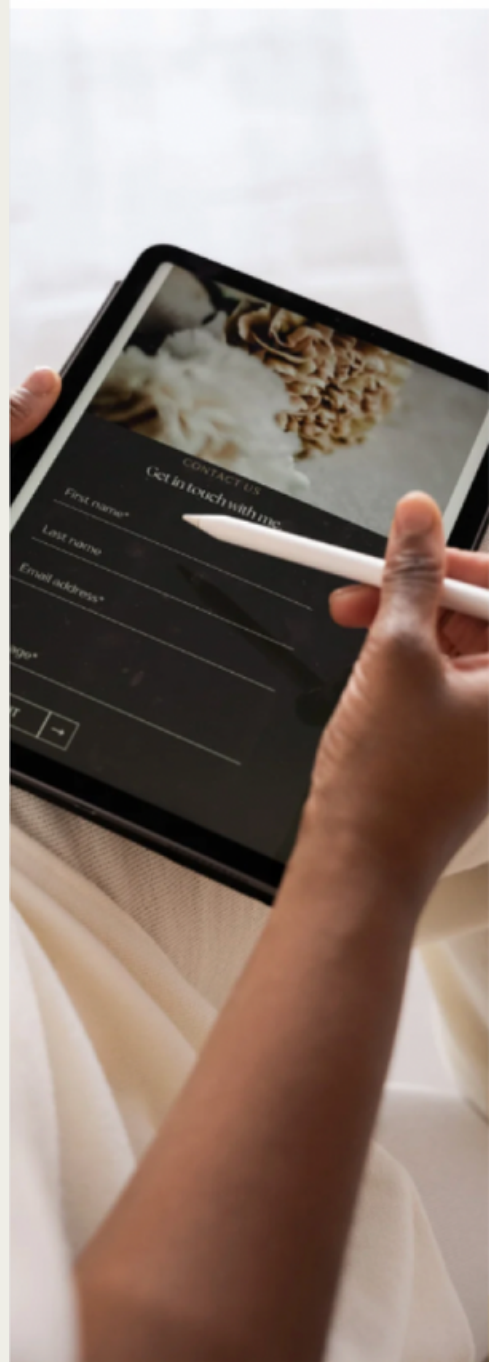


— YOUR JOURNEY STARTS WITH UDUGU

EMPOWER INDEPENDENCE , INSPIRE INTERDEPENDENCE

Today's world is constantly changing with high market disruptions and job turnovers. Creating high performing teams that deliver business value quickly becomes a challenge. At Udugu we help you create Teamwork on the fly by turning a group of strangers into a team that gets work done.

Flyers



HOW CAN WE HELP YOU?

Our services include

- Agile Transformation Assessments
- Project Management Training and Certificate
- Workshop facilitation
- Systemic Team Coaching & Self Development Coaching



EMAIL US AT
brenda@udugu.info

VISIT OUR WEBSITE AT
<https://udugu.info/>



CONSULTING SERVICES

SCHEDULE YOUR
FREE CONSULTATION
571-213-5904

WHO WE ARE?

Welcome to Udugu Journey, our name is inspired by the Swahili language and reflects our belief in the importance of community and shared experiences. Udugu is a journey where we learn situational humility, to be curious of others' talents and create psychological safe space for one another.

SERVICES AVAILABLE

AGILE ADVISORY
Analysis of Agile maturity and readiness, value assessment, tool capabilities, CI/CD capabilities, ARTS program transformation services and team onboarding management.

COACHING
Leadership strategies with Executive, Strategy, Team and Special purpose coaching. Utilizing ICF credentials and standards.

WORKSHOP FACILITATION
Offering Large group facilitation, Meeting Transformation, Issue resolution, and Team building facilitation.

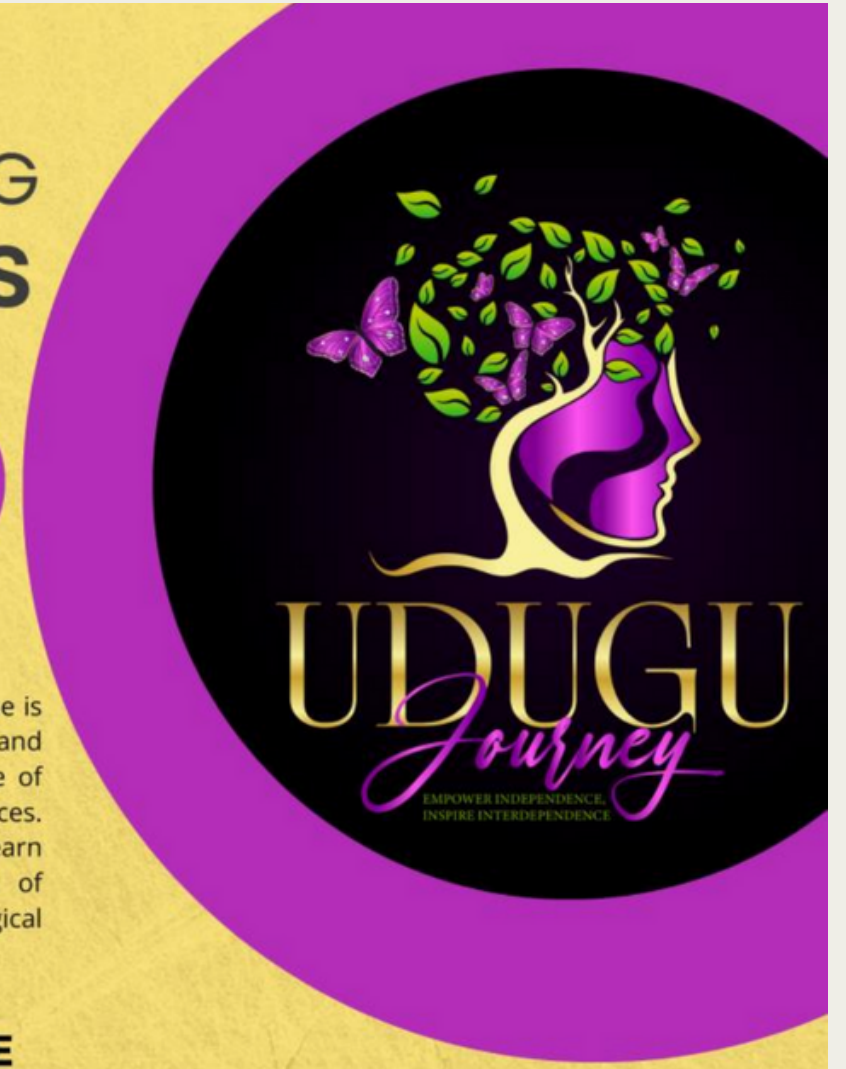
HOW WE WORK?

Udugu Journey, where your path to self-discovery and personal growth takes flight. Our Swahili-inspired name, "Udugu," embodies the essence of community and interconnectedness. We believe that embarking on a journey of self-discovery not only empowers individual growth but also fosters a greater sense of unity within the community.

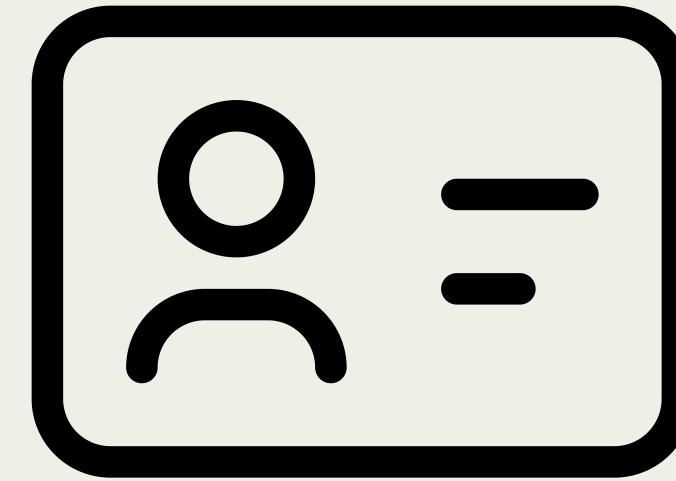
Our tagline, "Empower independence, inspire interdependence," encapsulates our philosophy of fostering both individual strength and meaningful connections.

We understand that each individual's journey is unique. Our coaching sessions are tailored to your specific needs, helping you navigate challenges and discover your path.

When you embark on a journey of self-discovery with Udugu Journey, you become part of a supportive community that celebrates your successes and walks alongside you during times of growth.



Business Cards



Brand Redesign

LOGOS, COLOR PALETTE, WEBSITE, AND BRAND IDENTITY

Current Brand Design

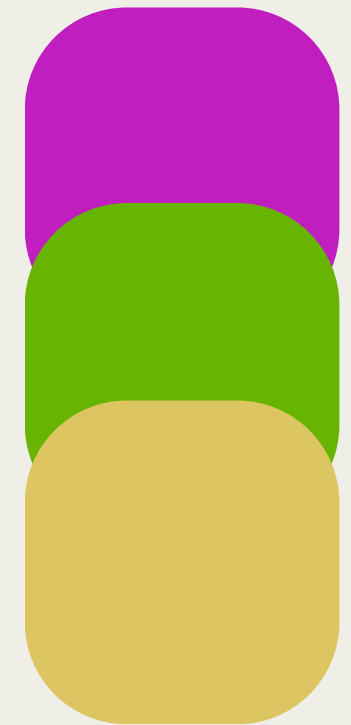
Logo



Website



Color Palette

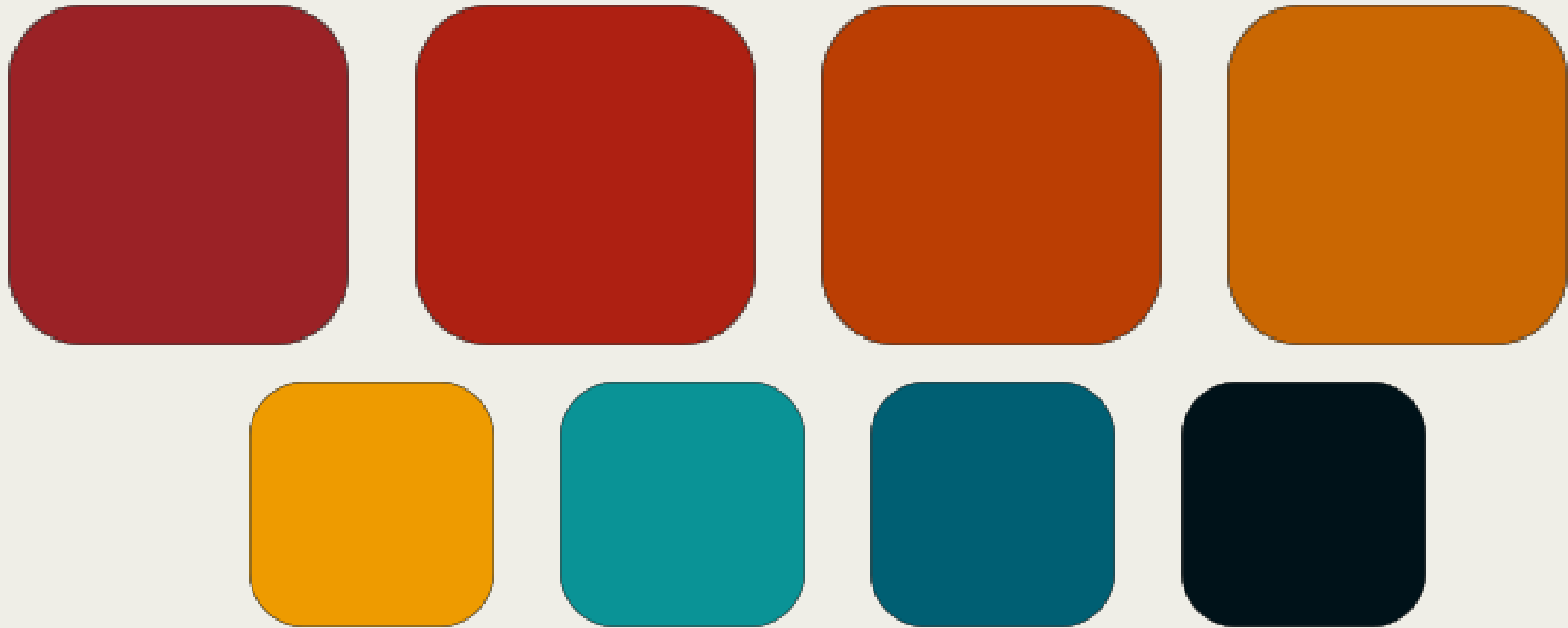


Option 1

BRIGHT, NATURAL, AND MODERN



Color Palette



Logos



Website Redesign



Udugu Journey

[Home](#) [About](#) [Services](#) [Blog](#)


Udugu Journey is a multi-faceted professional services provider that will transform your company into a well-oiled machine.



Today's world is constantly changing with high market disruptions and job turnovers. Creating high performing teams that deliver business value quickly becomes a challenge. At Udugu, we help you create Teamwork on the fly by turning a group of strangers into a team that gets work done.

[Free Consultation](#)

Contact Info

 brenda@udugu.info
 +1 (571) 213 - 5904



Brand Identity



Option 2

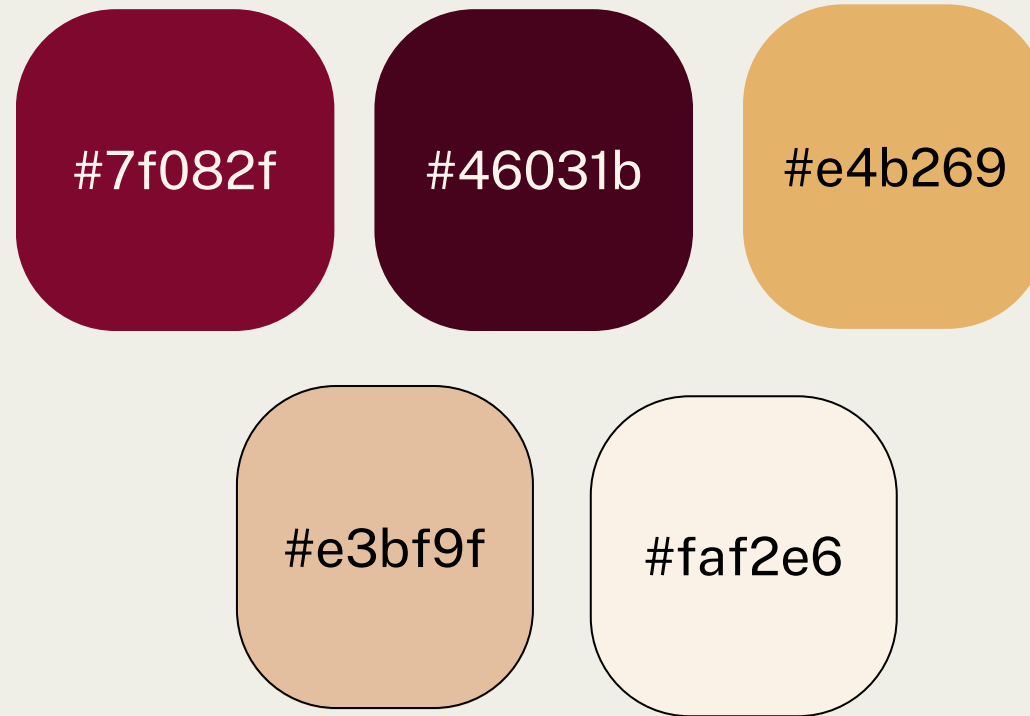
LION KING INSPIRED



Color Palette



Color Palette



Color Palette





Color Palette

#45d00

#f69700

#fbcc6f

#fde7bc

#fff9f0



Color Palette

#010002

#75604f

#e3b269

#edd3ac

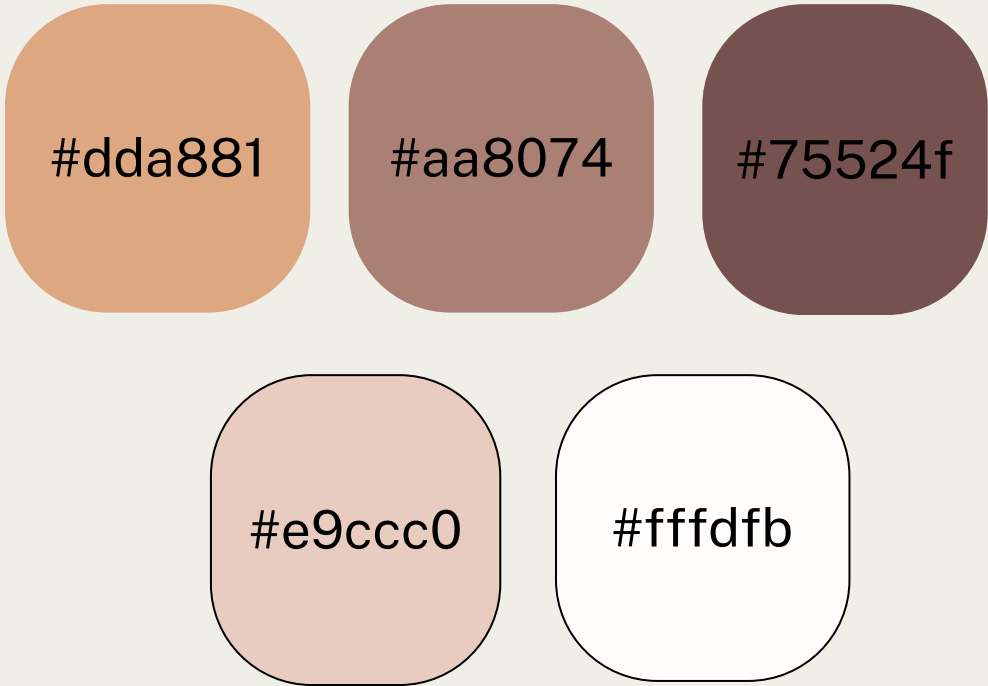
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Other Options

PASTEL, NATURAL, SAME LOGO DESIGN



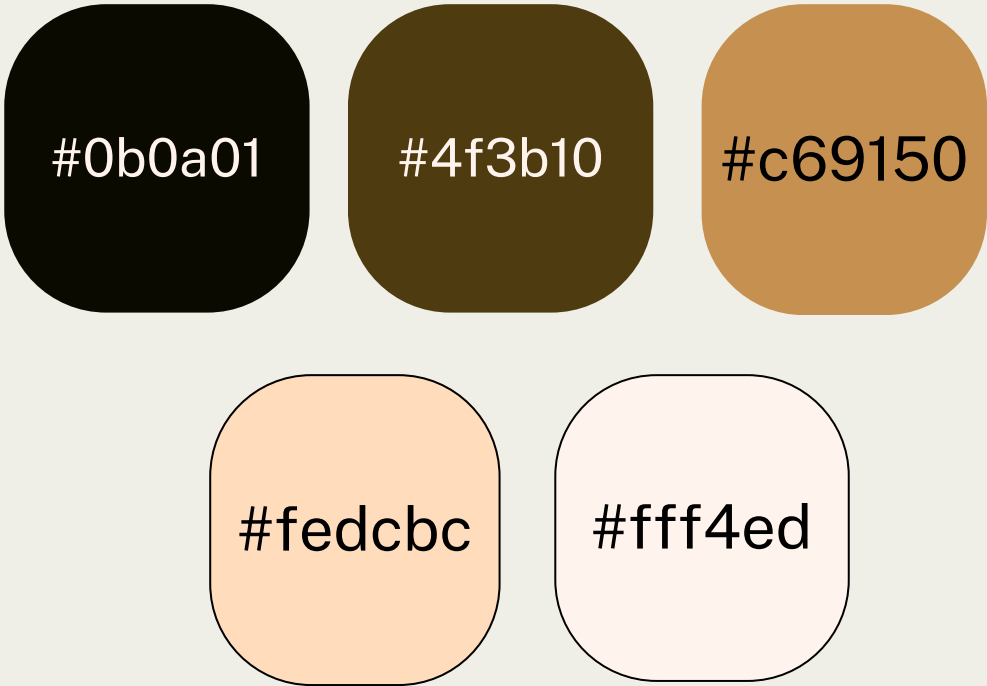
Color Palette



Color Palette



Color Palette





Color Palette



Color Palette



Website Redesign 2

SMALL ADJUSTMENTS TO CURRENT LAYOUT

YOUR JOURNEY STARTS WITH UDUGU

**EMPOWER INDEPENDENCE,
INSPIRE
INTERDEPENDENCE**



TODAY'S WORLD IS CONSTANTLY CHANGING WITH HIGH MARKET DISRUPTIONS AND JOB TURNOVERS. CREATING HIGH PERFORMING TEAMS THAT DELIVER BUSINESS VALUE QUICKLY BECOMES A CHALLENGE. AT UDUGU WE HELP YOU CREATE TEAMWORK ON THE FLY BY TURNING A GROUP OF STRANGERS INTO A TEAM THAT GETS WORK DONE.

FREE CONSULTATION

1. Logo Placement

UDUGU
Journey

Welcome to UDUGU Journey, where your path to self-discovery and personal growth takes flight. Our Swahili-inspired name, "UDUGU," embodies the essence of community and interconnectedness. We believe that embarking on a journey of self-discovery not only empowers individual growth but also fosters a greater sense of unity within the community.

OUR MISSION

At UDUGU Journey, our mission is to guide you through a transformative adventure of self-discovery, helping you unveil your true potential, purpose, and passions. We understand that the journey of life is a continuous exploration, and we're here to accompany you every step of the way. Our aim is to empower you to harness your inner strengths and create a lasting impact not only on yourself but also on the world around you.

OUR VALUES

Passion for value creation
Entrepreneurial spirit
Leadership
Quality in all we do
Integrity
Accountability
Trust
Collaboration



2. Maintained consistency throughout pages



WHY CHOOSE **UDUGU** Journey?



SWAHILI WISDOM

Our name, UDUGU Journey, is inspired by the Swahili language and reflects our belief in the importance of community and shared experiences.



EMPOWERMENT & INTERDEPENDENCE

Our tagline, "Empower independence, inspire interdependence," encapsulates our philosophy of fostering both individual strength and meaningful connections.



PERSONALIZED GUIDANCE

We understand that each individual's journey is unique. Our coaching sessions are tailored to your specific needs, helping you navigate challenges and discover your path.



SUPPORTIVE COMMUNITY

When you embark on a journey of self-discovery with UDUGU Journey, you become part of a supportive community that celebrates your successes and walks alongside you during times of growth.

3. Cohesive color palette



How can we help you?

We help organization that are new to Agile Transformation access their readiness.

Agile Implementation

We help organizations that are already Agile, assess their agile maturity level, measure their ROI in Agile transformation investment and if any gaps are identified we help close then by training, mentoring and coaching for Agile mindset.

Help train and onboard new staff that has is new to Agile and project management.

Facilitating all wicked conversation within the organization at all levels.

We coach for systemic teaming and self development at all levels in the organization and provide mentoring.

- Agile Transformation Assessments
- Project Management Training & Certifications
- Workshop Facilitation
- Systemic Team Coaching & Self Development Coaching

OUR SERVICES

"In our silos we can get things done but when we step back and reach out and across , miracles can happen"



AGILE ADVISORY

Are you ready to start your Agile journey? How healthy is your Agile transformation?

[LEARN MORE >>](#)

COACHING

This includes Executive Coaching , Strategy Coaching, Team Coaching, Special Purpose Coaching.

[LEARN MORE >>](#)

WORKSHOP FACILITATING

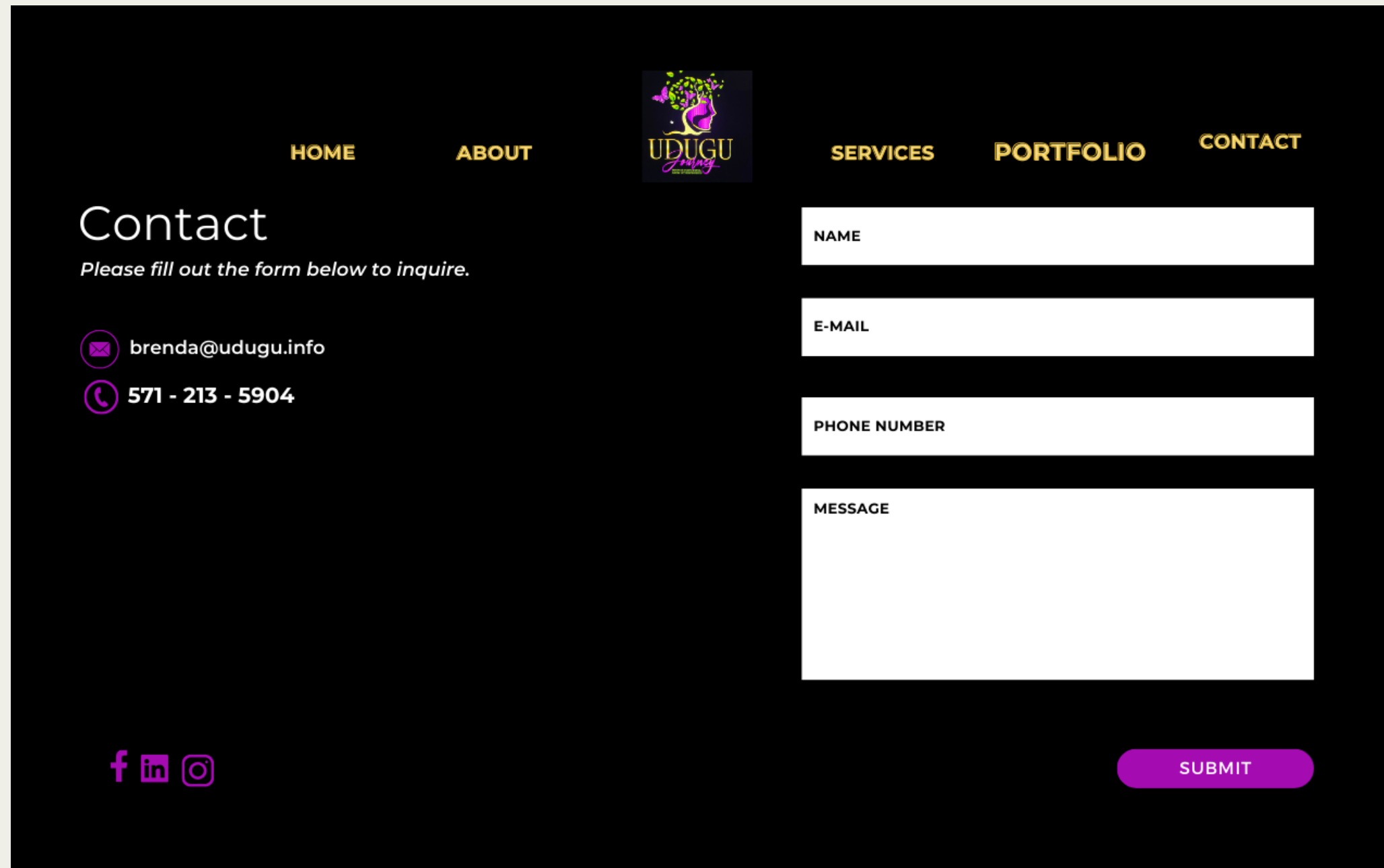
This includes Large Group Facilitation, Meeting Transformation, Issue Resolution, Team Building Facilitation.

[LEARN MORE >>](#)

4. Typography

OUR MOST RECENT PROJECT DEAL

[DOWNLOAD](#)



5. Clear call to action and user centered design.

Conclusion

MAIN TAKEAWAYS AND FUTURE DIRECTIONS

S U M M A R Y

- Udugu has a good foundation, but there is room to grow
- Main goals for 2024
 - Grow brand awareness and interest
 - Effectively utilize social media
 - Increase search-ability
 - Attend events
 - Invest in traditional marketing materials
 - Penetrate Government Markets
 - Create a clear and persuasive Call to Action



Thank You!

ANY QUESTIONS?