

UDUGU MARKETING STRATEGY

KEY ELEMENTS

- AIDA STRATEGY
- INCREASING SOCIAL MEDIA PRESENCE
- PROFESSIONAL AND COMMUNITY RELATIONSHIPS
- MARKETING EVENTS
- BOOSTING COMPETITIVENESS



STRATEGIC OVERVIEW

WELCOME TO THE MARKETING PLAN FOR UDUGU JOURNEY! THIS MARKETING PLAN WAS THOROUGHLY AND CAREFULLY CREATED. THE PROJECT OUTLINES A MARKETING PLAN TO HELP UDUGU ACHIEVE ITS GOALS. THIS PLAN CONSISTS OF RECOMMENDATIONS FOR WEBSITE IMPROVEMENT TO BOOST UDUGU'S COMPETITIVENESS, METHODS TO INCREASE SOCIAL MEDIA PRESENCE, AND IDEAS FOR COMMUNITY PARTNERSHIPS. THIS MARKETING PLAN WILL HELP UDUGU EFFECTIVELY UTILIZE ITS 2024 MARKETING BUDGET.

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

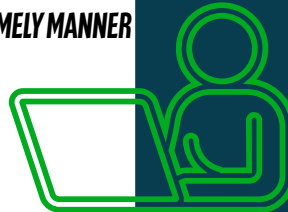


DESIRE

"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



INCREASING SOCIAL MEDIA PRESENCE



INSTAGRAM IS A GREAT TOOL TO TARGET MANY AUDIENCES, BUT WOULD BE ESPECIALLY APPEALING FOR YOUNGER GENERATIONS. POSTS ON HERE COULD BE SLIGHTLY MORE CASUAL VERSUS HAVING MORE FORMAL POSTS ON PLATFORMS LIKE FACEBOOK. IT WOULD ALSO BE GOOD TO POST ANYTHING RELATED TO PRO-BONO WORK OR INTEREST IN COLLEGE INTERNS HERE. THE INSTAGRAM "STORIES" FEATURE COULD BE USED TO PROMOTE ANY EVENTS, SPECIAL DISCOUNTS, AND HAVE AN ORGANIZED SECTION OF SERVICES YOU OFFER..



FACEBOOK IS A GREAT TOOL TO TARGET ALL AUDIENCES. FACEBOOK TENDS TO BE SLIGHTLY MORE PROFESSIONAL THAN PLATFORMS LIKE INSTAGRAM AND TIK TOK. 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. LIKE INSTAGRAM, FACEBOOK HAS A "STORIES" FEATURE WHERE UPCOMING EVENTS COULD BE MENTIONED.



YOUTUBE IS A WIDELY USED PLATFORM THAT HAS A MAJORITY OF YOUNGER GENERATIONS AS ITS USERS, BUT IS STILL USED BY MULTIPLE GENERATIONS. YOU COULD POST VIDEOS EXPLAINING HOW ONE COULD GET INTO THIS FIELD OF WORK AS WELL AS INFORMATION ABOUT CONSULTING. YOUR VAST EXPERIENCE SAYS A LOT ABOUT HOW KNOWLEDGEABLE YOU ARE IN THE FIELD OF CONSULTING. YOU COULD ALSO CREATE A PLAYLIST OF VIDEOS WHERE EACH VIDEO HIGHLIGHTS A DIFFERENT SERVICE YOU OFFER, TO GIVE CONSUMERS A MORE IN-DEPTH LOOK AT THE SERVICES YOU OFFER. CONSIDER FINDING AN INTERN WHO IS SKILLED IN CONTENT CREATION/ GRAPHIC DESIGN/ VIDEO ANIMATION TO ASSIST IN THE CREATION OF THESE VIDEOS.



LINKEDIN IS A GREAT PLATFORM TO CONNECT WITH PEOPLE ON A PROFESSIONAL LEVEL. THIS WILL ALLOW UDUGU TO REACH MANY PROFESSIONAL AUDIENCES. LINKEDIN IS A VERY WIDELY USED PLATFORM AND WILL OPEN UDUGU UP TO NEW CLIENTS, AS WELL AS POTENTIAL COMMUNITY PARTNERSHIPS.

CONSIDER CROSS-LINKING SOCIAL MEDIA WITH YOUR WEBSITE

- **HAVE A LINK TO YOUR WEBSITE ON EVERY SOCIAL MEDIA ACCOUNT**
- **HAVE LINKS TO ALL SOCIAL MEDIA ACCOUNTS LISTED ON YOUR WEBSITE**

MARKETING RESOURCES



\$12/mo

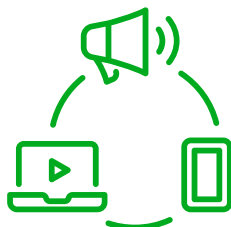
CONSTANT CONTACT IS A DIGITAL MARKETING RESOURCE THAT OFFERS TOOLS SUCH AS EMAIL MARKETING, EMAIL TEMPLATES, MARKETING AUGMENTATION, EVENT MARKETING, CRM, AND ORGANIZED SOCIAL MEDIA MARKETING. THEY ALSO PROVIDE ANALYTICS. THE RECOMMENDED PLAN IS TO START WITH THE LITE PLAN [\$12/MO] AND EXPAND TO THE STANDARD PLAN [\$35/MO], WHEN NECESSARY.

crunchbase \$49/mo

CRUNCHBASE IS A RESEARCH AND CRM SITE, ALLOWING ITS USERS TO ACCESS MARKET DATA AND MANAGE CONTACTS. A PLAN FOR JUST RESEARCHING IS AVAILABLE FOR \$29/MONTH.

HubSpot Free!

HUBSPOT IS A CRM PLATFORM THAT OFFERS A FREE ACCOUNT WITH ACCESS TO THEIR FREE MARKETING, SALES, SERVICE, CMS, OPERATIONS, AND COMMERCE TOOLS. THEY ALSO PROVIDE A FREE BLOG SPACE FOR EACH OF THEIR USERS.



INCREASING SEARCH-ABILITY

- **MAKE SURE YOUR WEBSITE USES KEYWORDS THAT CAN HELP USERS FIND IT MORE EASILY**
- **GAIN AN UNDERSTANDING OF SEO (SEARCH ENGINE OPTIMIZATION)**
- **IT'S IMPORTANT TO IMMEDIATELY STATE WHAT YOUR BUSINESS IS AND WHAT THE SERVICES BEING OFFERED ARE**
- **IMPLEMENT LINKS TO YOUR SITES ON OTHER COMPANIES' WEBSITES THAT ARE RELATED TO YOUR SERVICES**
- **CONSIDER ADVERTISING THE UDUGU WEBSITE ON GOOGLE**



UTILIZING A BLOGSPACE

- **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**
- **BE CONSISTENT WITH POSTING**



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

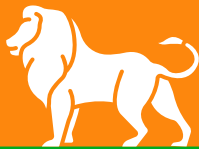
LOOK INTO THE POSSIBILITY TO ADVERTISE SERVICES DURING CAREER FAIR AND BOOST REPUTATION WITH PRO-BONO WORK WITH STUDENTS

STAFFORD MULTI-SERVICES LLC [TAX SERVICES FIRM]

POTENTIAL BUSINESS TO PROPOSE MUTUAL ADVERTISING BENEFITS

BOOSTING COMPETITIVENESS

PROMOTE SALE DEVELOPMENT COACHING, AS THIS HAS FEWER COMPETITORS



PROVIDE CHARTS AND BREAKDOWNS OF PAST CLIENT PERFORMANCES TO INCREASE VISUAL REPRESENTATION.



FOCUS ADVERTISING ON THE CERTIFICATION AND TRAINING COURSES OFFERED

IMPLEMENT CUSTOMER SURVEYS ON SATISFACTION FOR FEEDBACK ANALYSIS

CREATE AN FAQS PAGE



CONSIDER OFFERING INCENTIVES AND IMPLEMENTING A REFERRAL PROGRAM

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)

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]

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



\$400



UMW CRUC CHANDLER BALLROOM

CONCLUSION

OUR AIM OF FORMULATING UDUGU'S MARKETING PLAN HAS HELPED US WITH A BETTER UNDERSTANDING OF UDUGU'S MISSION "TO ASSIST BUSINESSES IN UNCOVERING THEIR AUTHENTIC POTENTIAL AND PURPOSE, ALL WHILE NURTURING INDIVIDUAL DEVELOPMENT AND CULTIVATING A STRONGER SENSE OF COMMUNITY". WE BELIEVE THAT THIS PLAN WILL SERVE AS THE COMPASS IN GUIDING UDUGU'S RESOURCE ALLOCATION TO BETTER UNDERSTAND THEIR CLIENTS AND MARKET TRENDS. OUR RECOMMENDATIONS FOR WEBSITE IMPROVEMENTS, AMPLIFIED SOCIAL MEDIA PRESENCE AND PARTNERSHIPS WITH OTHER COMPANIES WILL INCREASE UDUGU'S COMPETITIVENESS IN THE INDUSTRY. BY STRATEGICALLY ALLOCATING RESOURCES AND CAPITALIZING ON OPPORTUNITIES, UDUGU JOURNEY IS POISED FOR A SUCCESSFUL JOURNEY IN 2024 AND BEYOND.

IN CONCLUSION, WE HAVE INVESTED METICULOUS EFFORT AND CREATIVITY INTO FORMULATING THIS MARKETING PLAN. IT HAS BEEN OUR PRIVILEGE TO COLLABORATE ON THIS PROJECT, ALIGNING OUR INSIGHTS AND VARIOUS MARKETING STRATEGIES WITH THE ASPIRATIONS OF UDUGU JOURNEY. WE BELIEVE THAT THE JOURNEY AHEAD WILL BE MARKED BY GROWTH, IMPACT, AND A STRONGER SENSE OF COMMUNITY AS UDUGU CONTINUES TO ASSIST BUSINESSES IN REALIZING THEIR FULL POTENTIAL AND PURPOSE. WE ARE EAGER TO WITNESS THE POSITIVE TRANSFORMATION THAT LIES AHEAD FOR UDUGU JOURNEY.

