

WEB MARKETING AND E-MAIL MARKETING FOR SMEs

A 5 Month, 1 to 1 mentoring programme to help you:

**Develop and run a hands-on web-marketing
programme for your business**

SAMPLE PROGRAMME

Learn – Understand – Implement – Refine

This practical, mentoring led programme is designed to help small business owners understand and use cost-effective internet marketing tools to really help develop their business.

The Programme includes 12 months access to E-Mailworks – The easy-to-use online e-mail marketing tool from BSA Marketing

BACKGROUND

The internet has spawned a whole range of powerful and effective marketing tools which can often be implemented inexpensively or for free and have a real, positive effect in a business.

A whole sector has grown up offering to help businesses set up and implement these tools but the cost of their services is often prohibitive for small businesses.

Many small business owners and managers have only partial knowledge of these tools, don't have time to learn and use them and are reluctant to invest in getting someone else to implement the tools for them when they might find it difficult to effectively manage this activity.

PROGRAMME OBJECTIVE

To provide support and focus helping business owners and managers learn about key internet marketing tools within the context of effective marketing planning and, most important, help them develop and action plan and implement appropriate tools to the benefit of their own business.

***We want to teach people how
rather than simply do it for them!***

***THIS PROGRAMME IS ELIGIBLE FOR FUNDING SUPPORT UNDER THE
TRAIN TO GAIN LEADERSHIP & MANAGEMENT INITIATIVE***

PROFESSIONAL INTERNET-FOCUSSED BUSINESS MARKETING

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BSA Marketing is a trading name of Business Services Agency Ltd Co Reg No: 3169628

OVERVIEW

This is a mentoring-based programme running over 5 months aiming to give participants a good understanding of core internet and e-mail marketing tools and how to effectively apply them in their own business.

DETAIL

Month 1 – Programme Setup and Initial Profile Development

STEP 1 - Programme Setup - Google Analytics™

A key to effective marketing is consistent and reliable performance monitoring and control. The internet offers unprecedented access to data showing how your marketing efforts are impacting on your market and how customers are responding (or not!) to your messages.

Of the resources available, Google Analytics™ offers some of the most comprehensive and flexible tools – and they are free to use!

As a first step in the programme, we will set up a Google Analytics™ account and add the necessary code to your company website. We then need to wait for a reasonable period to allow the system to build up an initial data set we can use for analysis. Once Google Analytics™ is set up, we will schedule an initial mentoring session for 3-4 weeks ahead

If you already have Google Analytics set up on your website, we can move directly to step 2.

Month 2 – Marketing Planning and Programme Implementation

STEP 2 - Mentoring Session 1 - An initial 1/2 day meeting setting up the programme.

First we will review the current marketing processes in your business and develop key objectives.

We will take an initial look at the Analytics statistics for your website to give an initial idea of strengths and weaknesses and consequent areas for focus.

We will then undertake an initial **Marketing Review**:

1. The importance of having a plan
2. Defining your key proposition and unique selling points
3. Selecting your target markets
4. Specifying SMARTT objectives

Next we will take the agreed objectives, look at key web-based marketing communication tools and agree which tools are likely to be most appropriate to achieving the objectives. We will then develop an Action Plan to put these tools to use with the aim of meeting our objectives

Action Planning:

1. How internet marketing tools can help you achieve your objectives
2. A review of key tools and how they suit targeting different markets and objectives:
 - o Targeting markets you don't know:
 - Building your online presence – short-medium term with Pay Per Click sponsored links (dedicated PPC (e.g. Google Adwords) and Social Networking PPC)
 - Building your online presence medium-long term with Search Engine Optimisation and Web PR (Social Networks, Blogs and forums)
 - Targeting niche sectors. (E-mail and Long-tail pay per click)
 - o Targeting Markets you do know
 - E-mail marketing to build relationships
 - o Monitoring, Analysing and controlling your marketing programme
 - Web analytics
 - Review of live Google Analytics results for your website
3. Bringing together the elements of the session in a practical action plan.
4. Agreeing the date for the next mentoring session in 1 month.

The action plan will set out things to do for the coming month before the next mentoring session.

Ongoing Telephone/Email Support

During the month, support will be available by telephone and e-mail to discuss and resolve issues arising during implementation of the agreed action plan.

Month 3 –Progress Review and Plan Refinement

STEP 3 - Mentoring Session 2 – A half day session to:

- Review progress on the action plan
- Analyse real marketing impacts:
 1. Have all actions been completed?
 - If not, which action have not been completed and why not?
 - What can we do to ensure actions can/will be completed
 2. Introduction to the real-life web analytics on the business' website
 - Review of web analytics to see how actions completed have actually impacted in the real world
 3. Are we on target to meet objectives?
 - Do we need to refine the action plan to ensure focus on achieving relevant objectives
 4. Agreement of refined action plan and objectives for the coming month
 5. Agreeing the date for the next mentoring session in 1 month.

The action plan will set out things to do for the coming month before the next mentoring session.

Ongoing Telephone/Email Support

During the month, support will be available by telephone and e-mail to discuss and resolve issues arising during implementation of the agreed action plan.

Month 4 –Progress Review and Introduction to E-mail marketing

STEP 4 - Mentoring Session 3 – A half day session to:

- Review progress on the action plan
- Analyse real marketing impacts
- Training on how to use the *BSA E-mailworks* e-mail marketing system.
- Building e-mail marketing into the action plan

We will look at:

1. Have all actions been completed?
 - If not, which action have not been completed and why not?
 - What can we do to ensure actions can/will be completed
2. Are things on target to meet objectives?
 - Do we need to refine the action plan to ensure focus on achieving relevant objectives
3. Integration of E-mail Marketing into the overall plan
4. Agreement of refined action plan and objectives for the coming month

During the following month, BSA Marketing will design and install a bespoke e-mail template using your own logo and/or company colours for your exclusive use

Ongoing Telephone/Email Support

During the following month, support will be available by telephone and e-mail to discuss and resolve issues arising during implementation of the agreed action plan.

Month 5 –Progress Review and E-mail marketing development

STEP 5 - Mentoring Session 4 – A final half day session to:

- Review progress on the action plan
- Review of E-mail Marketing activity
- Analyse real marketing impacts
- Set the platform for the company to continue the marketing programme.

We will look at:

1. Have all actions been completed?
 - If not, which action have not been completed and why not?
 - What can we do to ensure actions can/will be completed
2. Review of outcomes from e-mail marketing activities
 - Review of e-mailworks analytics to see how actions completed have actually impacted in the real world
3. Are things on target to meet objectives?
4. Do we need to refine the action plan to ensure focus on achieving relevant objectives
5. Agreement of refined action plan and objectives for the coming month
6. Agreeing the basis for continuing implementation of the programme by the company with less external support

Ongoing Telephone/Email Support

For a further month, support will be available by telephone and e-mail to discuss and resolve issues arising during implementation of the agreed action plan.

STEP 6 - Continuing activity following the programme:

By the end of the programme, we would expect you to have achieved a working knowledge of key internet marketing, e-mail marketing and analysis tools and used these to the benefit of your own business.

These skills can be a platform for you to continue to develop your own marketing programmes or decide, from a position of knowledge, to involve third party services.

There will be the opportunity to discuss options for additional implementation and management support that is available from BSA

PROGRAMME FEES

The fee for the full programme as outlined above is £1499 (ex VAT)

Fee includes 12 months access to BSA E-mailworks

Most companies can apply for grant support which will reduce the cost to less than £500 (ex VAT)

The programme can be adapted (shortened or lengthened) to meet your individual needs.

To find out more or to sign up for the programme contact

**David Wright on 0845 050 1023 or
email davidw@bsamarketing.com**