
Marketing Support Document example

Client: **xxxxx**

Website: xxx

Hours: xx



Summary

Please complete this document to the best of your ability.

The more information we have about client XYZ, its plans and future the better we can deliver new customers to you.

We are believers in acting with intent; in ensuring that everything client XYZ does (and spends money on) is done for a reason.

We like our SEO to have a clearly defined and strategic role in your business. We like it to work in tandem with your sales/marketing team, to make their lives easier if possible.

Communication

Working together

Is this correct?

1. Who in your company do we need to know? Who are the key personnel regarding our work?
 - a. Frequent contact people
 - xxx
 - b. Who would you like to see our end of month reports?
 - xxx
 - c. Who is available to give feedback on sales enquiry conversions
 - xxx
2. Are there any outside agencies working with you that we will need to be in contact with?
 - a. If so can we have contact details

Company Services/products

Please answer

3. Which are the most profitable / most popular
4. Most desirable for the company to sell more of
5. New products/services
6. New markets

Alignment

Can we be sent on a regular basis anything that marketing and sales are planning and discussing?

7. Company News /Special promotions and offers
8. Which product you wish to push at different times of year
9. Your marketing strategy/plan outlining any new goals and targets for each quarter
10. New sales presentations, please email
11. New client acquisition/New Case studies

Define Audience

(See our thoughts on the next page)

Defining your ideal online customer

Please provide

1. Who are your current customers?
2. Who is your target audience?
3. Is there more than one audience?

What does your ideal customer demographic look like?

4. Gender:
5. Income/ Occupation:
6. Location:
7. What are their needs/concerns?
 - a. What does it mean for them, my customer?

Market

8. What is your current market?
9. Do you want to reach a different customer/market/location?
10. Could we have a list of customers

Competitors

12. Who are your competitors? Provide a list
13. How does your competitor do things?
 - a. What business insights can you share about your competition

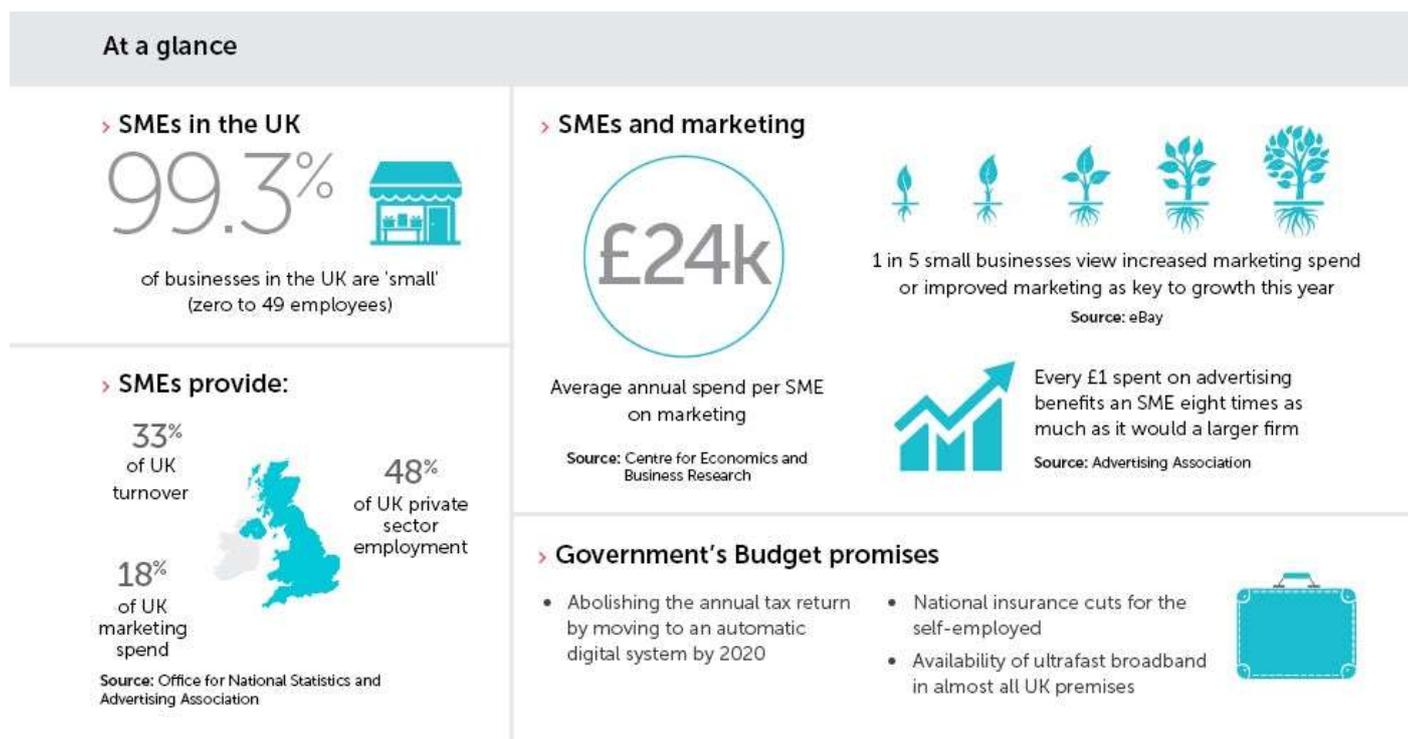
Target Audience

Please comment

Three audiences ranked in importance

1. SMEs (SMBs)
2. Advertising agencies
3. Partners (potential)

1. SMEs



Definition

The UK definition of SME is generally a small or medium-sized enterprise with fewer than 250 employees. The EU also defines an SME as a business with fewer than 250 employees, a turnover of less than £50 million, or a balance sheet total of less than £43 million.

Characteristics

- Primarily concerned with their immediate/shorter-term needs
- SMEs face lack of time, financial limits and staff shortages
- May be new to Outdoor and need help and advice
 - Need a degree of hand-holding
- Might not have access to retained creative agency services
 - May be interested in package prices
- More likely to be interested in local advertising as opposed to Nationwide
- SMEs: you may find that your target persona to be the unification of the entrepreneur, the investor and the operations manager etc.

Size of business

Micro-enterprises. Micro-enterprises are companies that have less than 10 employees and have an annual turnover or an annual balance sheet total of no more than £2 million.

Small enterprises. Small companies are companies with less than 50 employees and have an annual turnover or an annual balance sheet total of no more than £10 million.

Target market segment- Medium-sized enterprises. Medium-sized companies are companies with less than 250 employees and have an annual turnover not exceeding £50 million or an annual balance sheet total not exceeding € 43 million.

Age of business/progression state

- start-up and survival
- high growth and maintaining ground
- consolidation and stabilisation
- mergers and acquisitions
- final resource maturity and possible sale

Sector: B2C then B2B

Personel

Who tends to make the buying decisions: Are you targeting the CEO? The CTO? The marketing director etc ?

Age: 30+

Gender: Either

Location: UK, city

Level of education: Degree

Challenges

- A significant number of small business owners see marketing/advertising as a cost
- Budget, believe Outdoor is too expensive
- Education on Outdoor process, cost and range
- Process may be too slow
- Creative may be a barrier

Barriers to sale

- Establishing urgency
 - Make the most of case study examples of similar situations.

- Detail the pros and cons of your solution and make sure your buyer is well educated in why your solution is the most relevant and fitting for them
- Take the prospect's Buyer's Journey stage into consideration.
 - Is client XYZ's sales cycle is too long
- Prospects struggle with the product price
- Can the website have information to curtail this?
- Stakeholders can't agree on purchase
- Prospects don't see the value in the product
 - Case studies
- Sales teams lose deals to competitors
 - Why?
 - Who?

Questions than need addressing

- What is the decision-making process like?
- What other AD products are they considering?
- Who and what influences their decisions?
- What advertising products do they already buy?
- Who and what influences their decisions?
- Are there common questions or hurdles that client XYZ salesmen hear every day?

2. Advertising agencies

We need more information on:

- Size
- Location
- Type of agency
- Products they buy
- Level of service they need
- Outdoor education
- Upsell opportunities
- What type of agencies by what product
- Do all agencies know of all of client XYZ's products
- SLA to agencies
- Confidentiality
- Price mark up?

3. Partners

We need more information on:

- Current partners
- Partner churn
- Potential new partners
 - Do partners approach client XYZ, what is the process?
- What do they need to know to partner with client XYZ
- Is there a competitor they can go with etc.
- Who is client XYZ looking to target?

USPs

UNIQUE selling POINT: No facts, no USP.

A unique selling point isn't specific marketing offers - like 10% off, free shipping, or 24/7 customer service, or strong return policy. This is because they are NOT unique to your business. We use USPs as sound bites within all content to help sell your brand to your new customers.

Food for thought

- What Do People Look For Who Are Buying Outdoor?
- What Message (Or Messages) Can I Use To Get People Interested client XYZ's OUTDOOR?

Please provide

FACTS | FIGURES | QUOTES | KEY PERSONEL WE CAN MENTION

1. What's your vision/mission?
2. What are your core values?
3. What will make you famous?

Example Brand Facts and Quotes

4. What facts can you boast about your business?
 - a. How long has your business been going?
 - b. Do you use the latest technology?
 - c. How many clients/customers have you helped?
5. What are your successes?
6. What in your company history makes your business unique?
7. Can you provide quotes from senior professional staff who are knowledgable in the field?
 - a. Who can we quote that is going to remain a staple in the company?
8. Is your business/brand point of differentiation communicated?
 - a. Is it understood by customers?
9. What are my competitive advantages?

Example Products/Services

10. What is unique about your products/services?
 - a. Difference to competition
 - b. Experience
 - c. Market share
 - d. Delivery

e. Personnel

11. How is your product priced?

- Flexibility

12. WHAT can we say about price

Example Customer experience

- 13. How do you make the customer experience easy?
- 14. In what aspects is the customer in control?
- 15. What options do you offer the customer (payment options, products etc)?
- 16. 10 reasons why a customer would choose you
- 17. How do you go the extra mile for your customers?
- 18. What are your customer’s biggest problems and how do you provide solutions?
- 19. What are the benefits of each of your services?
- 20. How do you deliver on what you promise?

Partners

Please provide

- 21. Who are your partners in business?
- 22. What brands are you connected with?
- 23. What official sources support your work?
 - le bus, train, TFL
 - Can we have a list?

USPs/Facts/quotes taken from client XYZ.com

- Reaching over 95% of the UK population and with more than 235,000 outdoor sites across the UK and Europe
- With radio, outdoor and DAX, we are your one-stop-shop that brings audiences and brands together at scale
- On-air, on client XYZ Player and outdoor – through these platforms combined, we entertain and reach 51.7 million individuals across the UK every week.
- With an extensive portfolio of over 253,000 sites combining airports, roadside posters, premium digital screens, buses and more, our outdoor inventory reaches 95% of the UK population alone.
- client XYZ owns some of the best-loved radio stations in the UK and continues to lead commercial radio. Our brands include Heart, Capital, LBC and Smooth and keep 34 million people entertained every week.
- With an extensive and diverse portfolio, client XYZ is a leader in outdoor advertising across the UK and Europe
- client XYZ is one of the UK's leading outdoor media companies, with an extensive portfolio that combines airports, roadside posters, premium digital screens in prime locations and more.
- All told, client XYZ's outdoor division has over 253,000 sites.
- Reaching over 95% of the UK population, and with more than 253,000 outdoor sites across the UK and Europe including large premium digital screens in flagship locations, client XYZ's outdoor division is the true mass-market advertising medium. Combined with client XYZ's radio brands and DAX, the multiplier effect of our portfolio is unmatched.
- We're proud to be one of the world's leading media & entertainment groups.
- Across our entire business, we're committed to making more moments that matter for our audience.
- With radio, outdoor and DAX, we are your one-stop-shop that brings audiences and brands together at scale
- Our commercial team is dedicated to helping your brand build a deeper and more effective connection with our audience.
- With an extensive and diverse portfolio, client XYZ is a leader in outdoor advertising across the UK and Europe.
- The UK's biggest collection of roadside, premium digital and almost every bus in the UK.
- TfL's Underground & Overground, National Rail, Metro and trams.
- Multiple major airports in the UK including Gatwick and Manchester, cinemas and malls.

Taken from competitors but referenced

(can we use for example IPA TouchPoints, is there a list of reference sites we can source)

- For the majority of the day, 7 days a week, people in London are exposed to Outdoor advertising more than any other media. Whether during their morning commute their lunch break at the supermarket or while

socialising at a bar in the evening; Outdoor advertising reaches Londoners all day, every day. (**Source: IPA [TouchPoints 2017 UK adult audience](#)**).

KPIs: defining targets and goals

Please select

Example KPIs

Measuring the result

Deciding on KPIs means VC can set accurate targets and goals.

Awareness/Findability

- Keyword Ranking Increases (SERPS)
- Increase in organic traffic
 - Users
 - New Users
- Increase in Social media traffic
- All Traffic (month on month)

Engagement

- Bounce Rate
- Pages/Session
- Top Exit Pages
- GA analysis of user journey
- Number of sales or enquires (month on month)

Acquisition

- Goal competitions/conversions (organic search)
- Percentage increase in organic leads
- Conversion ratios
- New customers / returning customers

Reputation Management

- Number of reviews
 - a. Good reviews/Poor reviews
- Google, Trustpilot, Facebook etc.

Backlink/Domain strength

- Domain metrics MOZ and Majestic (month on month)
- New or existing backlinks

Goals and targets

Achieving objectives

We do not need information on your financial targets. We need to agree on a system of indicators that will let us know that your campaign is successful.

Please provide information about

1. What deliverables are going to be agreed?
2. What are you trying to grow?
3. How much do you want to grow?
 - New advertisers (+enquiries)
 - Spend/Revenue
 - Growth by Areas/region
 - Combination of products
 - Sales by product

Example Goals Summary

Please provide any

(Examples)

1. New website (all on clientXYZ.com)
2. Strengthen Social Media campaigns etc.
3. Improved customer service
 - a. Improved reputation (more positive reviews)
4. Actionable and effective content that delivers
5. Increase in sales of big-ticket products or services
6. A larger and better quality of new customers

Reporting

Please provide

7. What metrics would you like to be reported on a month to month?
8. Choose KPIs from the previous page (7) that you want to be included in your report
9. Who needs to see the report and how would you like it delivered?
 - a. Who needs to be CC'd in
 - b. Would you like to receive a physical report?

Keywords

Please edit

Bus/train/tube

- bus advertising
- local bus advertising
- london underground advertising
- rail advertising
- arriva bus advertising
- best bus advertising
- best bus advertising rates
- bus ad
- bus ad dimensions
- bus ad size
- bus ads cost
- bus advert
- bus advertising birmingham
- bus advertising companies
- bus advertising cost
- bus advertising display
- bus advertising edinburgh
- bus advertising effectiveness
- bus advertising london
- bus advertising manchester
- bus advertising newcastle
- bus advertising prices
- bus advertising rates
- bus advertising scotland
- bus advertising screen
- bus advertising statistics
- bus advertising uk
- bus advertisement
- bus back
- bus back advertising
- bus back advertising size
- bus back panel advertisement
- bus back panel size
- bus billboard
- bus billboard advertising
- bus body advertising
- bus panel advertising
- bus rear advertising
- bus side
- bus side advertising
- bus station advertising
- bus supersedes
- bus t side
- bus with advertising
- bus wrap
- bus wrap advertising
- bus wrap advertising rates
- city bus advertising
- digital advertising on buses
- does bus advertising work
- double decker bus advertising
- experiential advertising
- first bus advertising
- great bus advertising
- how much does a bus ad cost
- how much does bus advertising cost
- how much does it cost to advertise on a bus
- how much does it cost to advertise on london buses
- how much is it to advertise on a bus
- how much to advertise on a bus
- london bus advert
- london bus advertising
- london bus advertising cost
- london bus advertising prices
- london underground advertising cost
- london underground advertising prices
- metro bus advertising
- out of home advertising
- outdoor advertising
- outdoor advertising agency
- outdoor advertising glasgow
- outdoor advertising london
- outdoor advertising scotland
- outdoor media owner
- rear adverts buses
- stagecoach bus advertising
- tfl advertising
- tfl bus advertising
- tram advertising
- tube station advertising

Keywords

Please edit

We already have keyword + locations

Billboards

| | |
|---|-------------------------------|
| billboard advertising | outdoor advertising boards |
| average cost of billboard advertising | outdoor advertising companies |
| average price for billboard advertising | outdoor advertising screen |
| best billboard ads | outdoor billboard |
| best outdoor advertising campaigns | outdoor billboard advertising |
| billboard ad cost | outdoor digital advertising |
| billboard ad price | outdoor media advertising |
| billboard ads | roadside advertising |
| billboard advertising agency | roadside billboard |
| billboard advertising business | street billboard |
| billboard advertising companies | video billboard advertising |
| billboard advertising cost | |
| billboard advertising cost near me | |
| billboard advertising costs uk | |
| billboard advertising effectiveness | |
| billboard advertising london | |
| billboard advertising near me | |
| billboard advertising prices | |
| billboard business | |
| billboard companies | |
| billboard cost | |
| billboard display advertising | |
| billboard prices | |
| billboard rental | |
| billboard signs | |
| bus stop billboard | |
| buy billboard advertising | |
| cheap billboard advertising | |
| creative billboards | |
| digital billboard | |
| digital billboard advertising | |
| digital billboard advertising companies | |
| digital billboard advertising cost | |
| digital billboard cost | |
| digital billboards for sale | |
| get billboard advertisement | |
| local billboard advertising | |
| outdoor ads | |
| outdoor advertising | |
| outdoor advertising agency | |