

SECTION I
YOUR LOCAL PROMOTIONAL PLAN

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Your Local Promotional Plan

I. 1 WHY PLAN

If you fail to plan . . . you are planning to fail!

Benjamin Franklin (1706 – 1790)

Large companies employ huge numbers of people to carry out the planning activities of the company. Others are employed to monitor the progress of those plans, whilst others are engaged in updating and fine-tuning those plans depending upon the results.

Whilst your Board have a planned Marketing Campaign for the whole of 2019 to enhance Brand Awareness, which no doubt assist you in growing your business, Local Promotions are your responsibility to implement.

PLEASE NOTE:

Any non-corporate marketing material is not allowed and you will be instructed to remove any used. Only approved marketing and promotional items may be used.

The nicenstripy Website address and 0800 telephone number **MUST** be used on all materials or advertisements used, without exception. Where room permits our Facebook address should also be applied.

Your Local Promotional Plan

I. 2 MAKING IT SIMPLE

We have tried to make the planning of your promotional activity for the coming season as simple as possible . . . just to encourage you to plan!

Section 'B' in the nicenstripy Marketing Manual offers you a more definitive planning guide but we believe the basic information covered in this plan for the coming season to be sufficient to not only get you started but, to ensure you have a more successful year than the past season.

Planning should be carried out in conjunction with your budget. It is very easy to spend a huge amount of money on an array of advertising and promotional material . . . spending wisely is considerably more difficult!

In our plan all promotional activity is based on a bi-weekly basis. This method enables us to plan our promotion around our grass cutting customers and regular journeys made each two-weekly period.

Whilst we work our plan on a bi-weekly basis it does not mean that this plan is for existing customers only. This method should assist in minimising travelling time and costs to promote in a specific area.

Again, check out Section 'B' in your nicenstripy Marketing Manual to create a good marketing mix of promotional activities that you intend to use in the coming year. If you have other ideas, which have worked for you in the past, use them again . . . and tell your central support team!

Completing this plan should take no more than ONE HOUR of your time.

Your Local Promotional Plan

I. 3 THE BASICS

There are only three sections to your plan;

1. Financial
2. Customers
3. Activity

The information required to complete your plan should mainly be right at your fingertips and take no time to complete.

The financial information can be taken from your accounts and very few further calculations are required.

The customer information may take a little longer for some, but the majority will already have the information detailed in their niceeasy Office.

The above is what we call BASE INFORMATION and you should always have it readily available and be monitoring on a weekly/ monthly basis.

Your Local Promotional Plan

I. 4 THE APPROACH

Shown on the following page is an example of what your yearly marketing and promotional activity might look like. Whilst it does not pretend to be the most sophisticated plan (some may already be producing a more detailed plan), it does provide the opportunity to put things on paper and have an overview of how they may all interlink and, in some cases, crossover.



Your Local Promotional Plan

An EXAMPLE of a Promotional Overview Plan is shown below;



Your Local Promotional Plan

Edit Number 10 Date...12/1/19

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Your Local Promotional Plan

Activity	January	February	March	April	May	June	July	August	September	October	November	December
				<small>Edit Number 10</small> <small>Date...12/1/19</small>								

Christmas Garden Tidy																		X			X			
Patio/ Driveway Cleaning																					X			X
Fruit Tree Pruning Campaign																							X	
Convert Pay as you go to Standing Order customers	X	X	X																					
Christmas Card																							X	
Happy New Year	X																							
Front Page Newspaper or Magazine Advert for Grass Cutting						X		X																
Inside Page advert for Lawn Care							X		X		X													
Inside Page Newspaper or Magazine Advert Christmas Garden Tidy																		X			X		X	

Do not forget to cost check against your

Your Local Promotional Plan

each activity and then overall budget!

Edit Number 10 Date...12/1/19

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Your Local Promotional Plan

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I. 5 YOUR TEMPLATE

nicenstripy Local Promotional Plan

Season: 2019/2020

Financials

Sales Target for the Season 2017/2018 is £

which is an increase of % over 2018/2019 season.

Promotional Budget for the Season 2019/2020 is £

Which is % of my projected turnover

Customers

Number of regular domestic grass cutting customers at end of 2018/2019 season

Number of regular commercial contracts at end of 2018/2019

Domestic Customers as a percentage of total £'s business at end of 2018/2019 season

Commercial Contracts as a percentage of total £'s business at end of 2018/2019 season.

Other works percentage

Target increase in Domestic Customers 2019/2020

Target increase in Domestic Customers 2019/2020

Your Marketing Plan

Marketing Activity 2017/2018 Season - Overview

Activity	January		February		March		April		May		June		July		August		September		October		November		December	

Your Marketing Plan

Edit Number 10 Date...12/1/19...

I. 6 LOCAL PROMOTION PLAN DETAIL

February 2018 – **This should be THE Minimum if you wish to Grow your Business**

Week commencing January 28th

Complete Work Schedules for existing Customers from niceneasy Office and assess capacity available. Not forgetting fortnightly and weekly variables. Set yourself a target for each day, either financial or quantity of jobs.

If any spare time card in specific areas using your grass cutting card.

Week Commencing February 4th

Prepare and post confirmation letters to all existing customers.

Continue carding to targeted areas.

Week Commencing 11th February

Analyse your work schedule, making note of any cancellations to ascertain areas to target. e.g. if on a Tuesday week 1, you work half a day in *Reigate*, card roads around your existing jobs in *Reigate*.

Set targets from daily worksheets to achieve by end of season.

Continue carding to your target areas.

Week Commencing 18th February

Your Marketing Plan

Continue Carding as per your target areas.

March

Week Commencing 24th February – Week One

This is week one of grass cutting rounds.

Card 6 houses either side of existing customers and 13 opposite.

Continue with carding main target areas

Week Commencing 5th March – Week Two

Check last year's niceneasy Office/diary for 'first of season one off cuts'. Contact customers to schedule in to your work schedules over next two weeks.

Continue carding 6 houses either side of existing customers and 13 houses opposite . . . it shows reliability!

Continue carding to targeted areas if time allows.

Start selling winter work for January/February

Week Commencing 11th March – Week One

Check niceneasy Office/dairy for one off tidy-up's and contact customers. If work gained schedule in as required.

Continue carding as per week two PLUS targeted areas.

Start selling winter work for January/February

Week Commencing 18th March – Week Two

Check niceneasy Office/dairy for one off tidy-up's and contact customers. If work gained schedule in as required.

Your Marketing Plan

Continue carding as per week two PLUS targeted areas.

Start selling winter work for January/February

Week Commencing 25th March – Week One

As per above.

During scheduled visit give existing customers ‘Special Offer Letter’ for Lawn Care (if not already on carencut package).

Continue carding 6 houses either side of existing customers and 13 houses opposite.

Start selling winter work for January/February

April

Week Commencing 1st April – Week Two

Reschedule works to cater for Easter Bank Holiday.

Check last years’ niceneasy Office/dairy for first cut’s and one off tidy- up’s and schedule any works in to your work schedules.

During scheduled visit give existing customers ‘Special Offer Letter’ for Lawn Care (if not already on carencut package).

Complete carding 6 houses either side of existing customers and 13 houses opposite . . . it shows reliability!

Apply Spring feeds as required.

Continue target area carding campaign

Start selling winter work for January/February

Week Commencing 8th April – Week One

Your Marketing Plan

Reschedule works to cater for Easter Bank Holiday.

Apply Spring feeds as required.

Continue target areas carding campaign

Week Commencing 15th April – Week Two

Complete target areas carding campaign.

‘Blast’ Carding . . . at Supermarket Car Parks, Hospital Car Parks, Railway Station Car Parks, and any other car park where there are a reasonable number of cars. A huge number of cards can be distributed quickly and you can move on to the next car park.

Apply Spring feeds as required.

Start selling winter work for January/February

Week Commencing 22nd April – Week One

‘Blast’ Carding . . . at Supermarket Car Parks, Hospital Car Parks, Railway Station Car Parks, and any other car park where there are a reasonable number of cars. A huge number of cards can be distributed quickly and you can move on to the next car park.

Week Commencing 29th April – Week Two

Reschedule works to cater for Bank Holiday next week.

‘Blast’ Carding . . . at Supermarket Car Parks, Hospital Car Parks, Railway Station Car Parks, and any other car park where there are a reasonable number of cars. A huge number of cards can be distributed quickly and you can move on to the next car park.

Start selling winter work for January/February

Your Marketing Plan

May

Week Commencing 6th May – Week One

‘Blast’ Carding . . . at Supermarket Car Parks, Hospital Car Parks, Railway Station Car Parks, and any other car park where there are a reasonable number of cars. A huge number of cards can be distributed quickly and you can move on to the next car park.

Start selling winter work for January/February

Week Commencing 13th May – Week Two

During scheduled visit give existing customers ‘Special Offer Letter’ for Spot Weeding Lawns and/or New Turf (if not already on carencut package).

Week Commencing 20th May – Week One

Reschedule works to cater for Bank Holiday.

‘Blast’ Carding . . . at Supermarket Car Parks, Hospital Car Parks, Railway Station Car Parks, and any other car park where there are a reasonable number of cars. A huge number of cards can be distributed quickly and you can move on to the next car park.

Week Commencing 27th May – Week Two

Your Marketing Plan

‘Blast’ Carding . . . at Supermarket Car Parks, Hospital Car Parks, Railway Station Car Parks, and any other car park where there are a reasonable number of cars. A huge number of cards can be distributed quickly and you can move on to the next car park.

Reassess/extend targeted areas and commence carding.

Start selling winter work for January/February

June

Week Commencing 3rd June – Week One

During scheduled visit give existing customers ‘Special Offer Letter’ Summer Tidy-Up/ Hedge cutting/ Fence painting etc.

Card 6 houses either side of existing customers and 13 houses opposite.

Continue carding targeted areas (time permitting)

Week Commencing 10th June – Week Two

As above

Start selling winter work for January/February

Week Commencing 17th June – Week One

Card 6 houses either side of existing customers and 13 houses opposite.

Card in specific target areas.

Week Commencing 24th June – Week Two

Your Marketing Plan

Card 6 houses either side of existing customers and 13 houses opposite.

Card in specific target areas.

Start selling winter work for January/February

July

Week Commencing 1st July – Week One

Card 6 houses either side of existing customers and 13 houses opposite.

Continue with Carding in specific target areas.

Week Commencing 8th July – Week Two

Card 6 houses either side of existing customers and 13 houses opposite.

Start selling winter work for January/February

Week Commencing 15th July – Week One

Summer Feed Letter to existing customers.

Week Commencing 22th July – Week Two

Summer Feed Letter to existing customers.

Continue with Carding in specific target areas.

Your Marketing Plan

Start selling winter work for January/February

Week Commencing 29th July – Week One

No marketing activity required

August

Week Commencing 5th August – Week Two

No marketing activity required

Make contact with Housing & care 21 managers

Week Commencing 12th August – Week One

Hedge Cutting Letter to existing customer

Start speaking with Existing Customers about Scarification
(Nov)

Week Commencing 19th August – Week Two

Reschedule works for Bank Holiday next week

Hedge Cutting Letter to existing customers

Start speaking with Existing Customers about Scarification
(Nov)

Make contact with Housing & care 21 managers

Week Commencing 26th August – Week One

No marketing activity required

September

Week Commencing 2nd September – Week Two

Your Marketing Plan

We MUST start marketing for Winter Work by NOW!

WINTER WORKS card at Targeted areas

Winter Card 6 houses either side of existing customers and 13 houses opposite

Push Scarification and Winter Lawn Care Services to Existing Customers

Week Commencing 9th September – Week One

Winter Tidy up letter to existing customers with tick list

Winter Card 6 houses either side of existing customers and 13 houses opposite

Push Scarification and Winter Lawn Care Services to Existing Customers

Housing & care 21 - Ensure you are on all Tender Listings

Week Commencing 16th September – Week Two

Winter Card 6 houses either side of existing customers and 13 houses opposite

Push Scarification and Winter Lawn Care Services to Existing Customers

Housing & care 21 - Ensure you are on all Tender Listings

Week Commencing 23rd September – Week One

Autumn/Winter Feed Letter to existing customers

Winter Card 6 houses either side of existing customers and 13 houses opposite

Push Scarification and Winter Lawn Care Services to Existing Customers

Your Marketing Plan

Continue targeted carding for winter works

Housing & care 21 Quotations

Week Commencing 30th September – Week Two

Autumn/Winter Feed Letter to existing customers

Winter Card 6 houses either side of existing customers and 13 houses opposite

Housing & care 21 Quotations

October

Week Commencing 7th October – Week One

Winter Card 6 houses either side of existing customers and 13 houses opposite

Gutter Clearing and Jet Washing Letter to existing customers

Housing & care 21 Quotations

Week Commencing 14th October – Week Two

Gutter Clearing and Jet Washing Letter to existing customers

Housing & care 21 Quotations

Week Commencing 21st October – Week One

Only a few days left for Christmas Tidy-up letter to existing customers

Housing & care 21 Quotations

Week Commencing 28th October – Week Two

Your Marketing Plan

Only a few days left for Christmas Tidy-up letter to existing customers

November

Week Commencing 4th November – Week One

Commence Autumn Lawn Care program

Hedge Reduction Letter to existing customers

Card 6 houses either side and 13 opposite customers

Week Commencing 11th November – Week Two

Continue Autumn Lawn Care program

Hedge Reduction Letter to existing customers

Blast winter card at targeted areas

Week Commencing 18th November – Week One

Continue Autumn Lawn Care program

Platinum Service Leaflet Distribution to Existing Customers

Blast winter card at targeted areas

Week Commencing 25th November

Continue Autumn Lawn Care program

Prepare for posting Christmas Cards on 1st December

Platinum Service Leaflet Distribution to Existing Customers

December

Week Commencing 2nd December

Your Marketing Plan

Prepare Quotation for Platinum Services

Carry on winter carding campaign to targeted areas.

Week Commencing 9th December

Prepare Quotation for Platinum Services

Carry on winter carding campaign to targeted areas.

Week Commencing 16th December

Prepare Quotation for Platinum Services

Carry on winter carding campaign to targeted areas.

Week Commencing 23rd December

Winter break



Your Marketing Plan

I. 7 ADDITIONAL MARKETING IDEAS

If you have the time and/or need to generate even more branding/business you can use additional promoting ideas that 'tie in' with the 'standard' campaigns you are running.

You can devise your plan as you wish and make it even more impactful by adding addition items to your campaign.

e.g. In April you are promoting grass cutting to potential customers by distributing Grass Cutting Cards. You can make your campaign more impactful by Local Newspaper Advertising, Google +, Google Ads, Facebook Advertising, Social Internet Marketing and even planning a promotion at your local Garden Centre over Easter Weekend (over 4 days).

You can be as creative as you wish and spend a considerable amount if you so desire. If it is planned expenditure (as part of your marketing plan) ensure that you monitor your efforts to measure the viability of each of your campaigns.

Your Marketing Plan

I. 8 MONITORING

E. 8.1 SUMMARY

THE most important part of **ANY** marketing and promotional campaigns you implement is to monitor the success or failure of a particular campaign.

The old saying;

“I know I’m wasting half my Marketing Budget, the problem is I don’t know which half!”

John Wanamaker (1838-1922)

For example in 1974 Dyno-Rod was the first company in the UK to take full page adverts in Yellow Pages (and the only company to do so that year). Whilst in the first year they were given a huge financial incentive to do so (Yellow Pages never discount!?!) they had to monitor the financial increase in business against the cost of placing the advertisement.

The increase in telephone calls amounted to 14% during office working hours and 26% out of hours. The combined increase in business more than covered the future 1975 cost of taking a full page in every Yellow Pages book!

Needless to say, nobody, who knows anything about marketing, would use Yellow Pages today, but the above example is to show the importance of monitoring the effect of any promotion/marketing carried out.

Your Marketing Plan

Prontaprint ran a TV commercial campaign for a six-week period. Franchisees 'backed up' the TV campaign by distributing leaflets to all the local businesses in their areas over the same six-week period in 1982. Group Sales rose by 34% over the following three months and unprompted awareness of the brand name was higher than Heinz Baked Beans. Did it, however, cover the cost of the TV campaign over the following three-month period . . . only just! The increase in sales over the year continued to rise so if a marketing man presented the facts . . . it was **very** successful. On the other hand, the financial man could (and did) say another TV campaign could not be justified as it only just paid for itself on the first occasion and a second campaign could not be expected to show such significant results!

If you carry out several different campaigns (and they are all geared to increasing sales) you need to know how effectively each are working. You need to be able to analyse if each are being cost effective. If you cannot monitor an increase in business, then you know the campaigns you are using are NOT being effective and therefore require further analysis.

For example, you distribute 10,000 lawn cutting cards in April and you receive 26 leads. From those leads you only gain 5 jobs . . . The campaign has worked well but, the sales follow through has not. The percentage of 'sales closes' against the number of leads the campaign generated is far too low and you can ascertain that you require more sales training.

Your Marketing Plan

On the other hand a newspaper advert fails to generate any leads, but all your customers say they have seen the advert. The campaign is NOT successful in gaining new business! Further analysis is required to ascertain if the media (the particular newspaper) is suitable (although as your existing customers have seen it, it should be), is it where the advert was placed in the newspaper (there are a variety of views about advert placement in a newspaper but ours is top outside right hand page), was it the size of the advert (was it lost amongst more prominent adverts) was it the message of the advert (advertising autumn lawn care in April will not generate much immediate business), was it the design of the advert (the impact of a well designed advert can be the difference between success and failure) or was the newspaper campaign simply too short (all newspaper campaigns should be run over a six week period)? Each of these questions needs to be analysed to determine how to make your campaign more effective.

Radio Advertising in our business does increase brand awareness and is a useful marketing tool . . . is it affordable when we have so many more marketing tools at our disposal . . . almost certainly not!

How do you monitor any marketing campaign? You need to continually ask questions, of your potential customers, existing customers **AND** yourself!

Do not simply rely on what people tell you. Build a spread sheet and write everything down once you have the full picture. Often you will see where and how improvements can and should be made.

***Remember always use approved Marketing Material.
Designs from others MUST be approved by your Board
before use***

Your Marketing Plan

E. 8.2 AN INTRODUCTION TO MARKETING METRICS

Marketing Metrics have been used by ‘professional’ marketers for a number of years. They are used to monitor the return on investment of all aspects of any marketing campaign. Different Metrics are used to measure different campaigns. All metrics measure three types of results and all start with the following analysis however;

- i) **Awareness:** The target audience knows something about your company, product or service.
- ii) **Perception:** The target audience thinks about your company, product or service in a certain way.
- iii) **Behaviour:** The target audience does something (i.e. Buys your service or product), or refrains from doing something (i.e. cancelling your service)

In this instant, however, we are only interested in *Behaviour* as that affects profitability!

E. 8.3 DEFINITION OF THE TERM ‘MEASUREMENT’

Your Marketing Plan

By measure we mean a *specific* four step process;

1. **Defining:** Defining the results your promotion intends to promote.
2. **Assessing:** Assessing the £'s value of the potential results
3. **Tracking:** Tracking the actual results and determining if your program promoted them
4. **Adjusting:** Adjusting your promotion based on the tracking (doing more of what works well, doing less of what doesn't work so well and stopping something that is not producing any results).

The above methodology is referred to as '**The DATA Process**'.

Over time by using The DATA Process continuously you 'fine tune' your marketing and promotional efforts to reach a conclusion on the most cost effective programs.

Your Marketing Plan

E. 8.4 PRACTICAL EXAMPLE

Tactic	Number of New Customers	Life Time Profit	Cost	% ROI
50,000 Carding	35	£21,000	£3,500	600%
Local Newspaper Advertising	2	£1,200	£150	800%
PR	1	£600	£0	60,000%
Yell Pages	1	£600	£850	70%
Rated People	5	£3,000	£330	909%

Example of Calculations

Costs of Carding: Printing, Distribution, incidental costs
Total £3,500.00

Life Time Value of a single customer = £3,080
(£22.00 lawn cut x 20 Cuts= £440 pa x 7 years= £3080.00)

Profit over the life of a single customer = £780

So, number of new customers = 35

35 x £780 (profit) = £27,300

£27,300 (profit) divided by 3,500 (costs) = 7.8

7.8 x 100 = 780%

Your Marketing Plan

These are the LIKELY values of obtaining a new customer. To calculate the value of gaining a new customer for the season (including one off's) you need to calculate the profit received from each customer over the season, which will dramatically affect the figures.

From a cash flow viewpoint, it might be better to calculate the impact of a new customer over one season . . . although for longer term planning the method shown provides a more accurate assessment of the marketing/promotional percentage.

From the 50,000 card drop you actually only work for the 35 customers gained for an average of a six month period in their first season. Based on an average of £22 per cut per fortnight your actual income will only increase by around £4,500 by the end of the first season. So, the actual cost of the card drop in the season is only just covered by the income received over the course of the season!

Perhaps the above illustration demonstrates the importance of selling other services to existing customers. If you can sell a Christmas Garden Tidy to half of your new customers at an average value of (say) £220 to just 17 of those new (now existing) you gain an additional £3,740 income (as importantly. . . over winter!) and the life time percentages also almost double. Suddenly distributing 50,000 cards seems considerably more desirable!

Google Ads and carding combined will increase enquiries by a minimum of 10% and in some cases up to 16%, based on spring 2018 (April – June).

There is little to justify not utilising Google ads as your main source of local promotions as it is still proven to be the most cost effective method in the current market.

Your Marketing Plan