

Marketing Objectives

Background:

I am the owner of a medium size web development company called DFY Company (Design for you).

My company has 7 employees and has been in business for 5 years. I already have served small to mid-sized web development clients and found that my revenues are slipping.... As the President I have decided to rework my marketing objectives and initiate a new plan of action.

Three Marketing Objectives:

There are three marketing objectives I have planned for my company.

- ◆ Remind my old clients what kind of company we are and what we have to offer
- ◆ Develop my potential new clients
- ◆ Use multimedia to promote my company

Outline:

Remind my old clients what kind of company we are

- Design special postcard or e-card. The content of this card will include my company's logo, a short introduction and the services we provide.
- List the telephone numbers, mailing address and email address of all my old clients.
- Send them our special postcard or e-card. Remind them that my company is still concerned about them.
- Later, I will telephone these clients to ask them how their company is doing and

have they thought about redesigning their website utilizing some of the innovative new techniques to attract more business.

-- Advise them of a special promotion for current clients.

Develop my potential new clients

-- Prepare a presentation about the advantages of websites, short introduction of my company and the services we provide.

-- Bring my presentation to an organization that helps people begin their own business

-- Do the presentation during the meeting. Talk to them about the importance and benefits of website for a new company.

-- Collect information from all attendees details, such as what kind of companies they want to build, their telephone number, the mailing address and so on. Likewise, I will leave my business cards and information about my company with them.

-- After the meeting, I will analyze who may be become my potential new clients, then telephone them.

-- Ask my potential clients if they have had time to look at the literature I left with them and have they considered having their own website. If they are interested I will arrange a time to show them our company portfolio, how we can help them and why they should DFY.

Use multimedia to propagandize my company

This marketing objectives depend on how much money I have earned in the five

years. If my budget allows, I will do a large promotion for my company.

- Hire an advertising company to do a short video about for my company, and then play this on a popular TV channel, or do an advertisement on a radio station or in various newspapers.
- Support a teenage sports team. Use my company's name as their team name and print my company logo on their sport shirts.
- Do pop-up advertisement or banner in some famous website, such as Yahoo.
- Design a refined brochure, and send them to every company that I think will be my potential new clients.

If my budget is not large enough, I will adjust my plan.

- Do pop-up advertisement or banner in my company website.
- Design a flyer, and send them to companies that I think will be my potential new clients.

These are my three marketing objectives; I will perform these actions step by step in order to increase my company revenues.