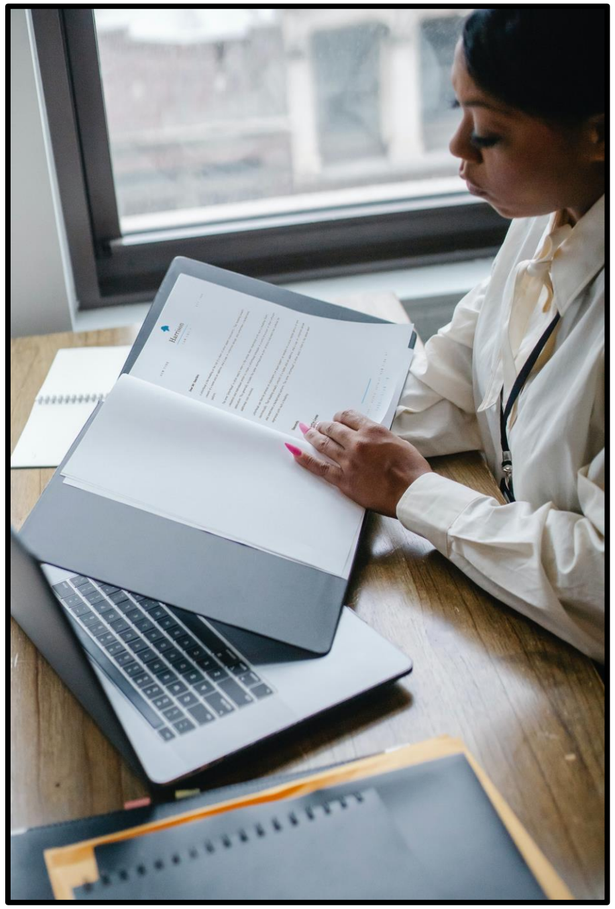
Marketing Plan 2023

Campaign Goals

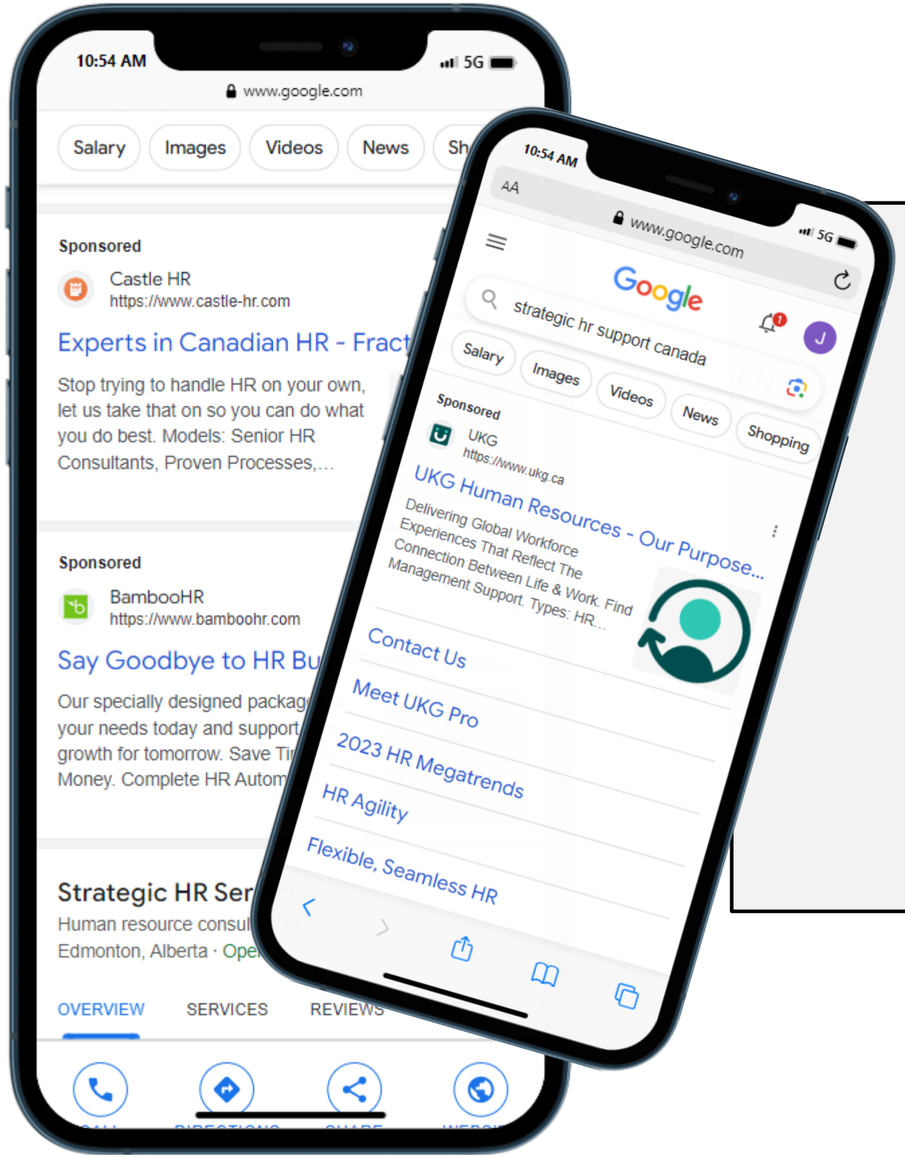
Using a full funnel marketing strategy, we will work to grow Strat HR’s audience, and promote their unique program.

Our Goals :

- Increase brand awareness.
- Increase Leads through LinkedIn Advertising



GOOGLE AD GRANT



How we drive success:

- Reach customers actively searching for the services you provide
- Target your pay-per-click campaign on Google
- Receive standard ongoing optimizations and full-service campaign management

How we measure success:

Benchmarks from Wordstream:

- Click Through Rate – 2.41%
- Cost per Click - $3.33
- Cost Per Lead - $116.13
- Conversion Rate –3.04%

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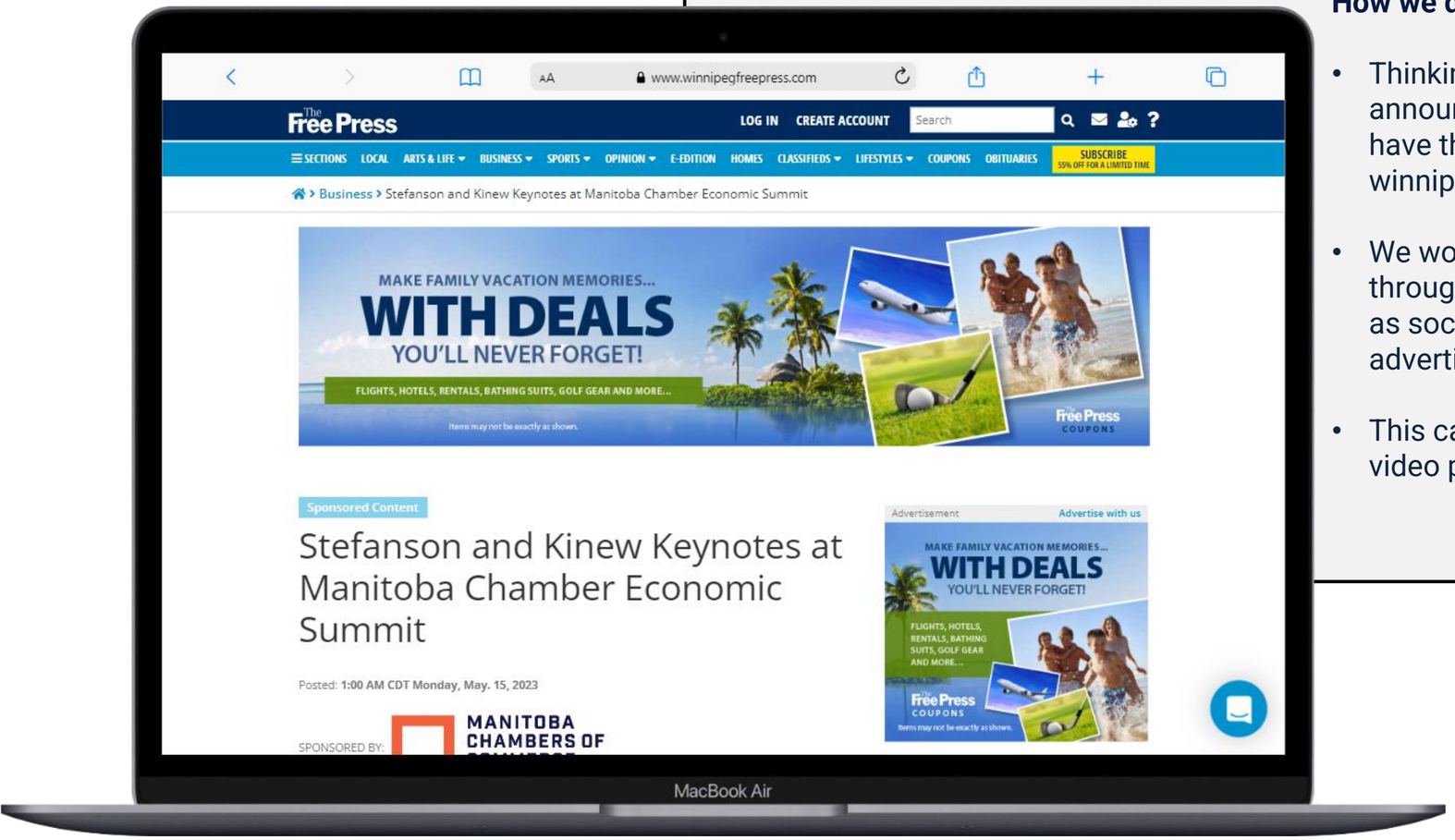
CONTENT ADVERTISING

"73% of consumers prefer to watch short-form videos to learn about a service or product."

Hubspot - Blog



How we drive success:

- Thinking of a new way to draw attention to announcement ads. Using content space to have the announcement live on the winnipegfreepress.com
- We would then amplify the announcement through both On Network advertising, as well as social impressions (through the FP advertising page)
- This can include add on packages: such as, video production and photography.

How we measure success:

- Unique Visitors
- Time Spent on Page
- Clicks

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Pricing Layout Print & Digital

Product	Term	Monthly Investment
Google Ads • 6-month campaign • Keyword planning, campaign build included • Flat $1,500 Management Fee	6 months	$1,500
Sponsored Content • 400 word story that will live on winnipegfreepress.com • Social Amplification of the story on either Meta or LinkedIn	1 Month	$3,500
• With a commitment to Google Ad Grant of 6 months we will enroll Strat HR in our charity filler program at $0 – this program is usually $750 per month – and the value is $1,500 per month		Value of $1,500 per month

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THANK YOU

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