

Marketing Plan Summary and Budget									
Business Objectives for 2007:	Marketing Objectives for 2007:								
Grow business by 50% over 2006	Generate 5 new long term clients in 12 months								
Add 2 new subcontractors in PR and Web development	Expand use of social media as marketing tools - blog, podcast								
Target Audience:	Small high tech firms B2B Service Businesses								
Revenue		Q1	Q2	Q3	Q4	Revenue			
Gross Income		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00
Net Income		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00
Strategies:	Goal	Q1	Q2	Q3	Q4	Budget			
Sales Tools:	Tactics:								
	Fulfillment for activities								\$0.00
	Web site hosting								\$0.00
	Web site design and development								\$0.00
	Business card design and print								\$0.00
	Brochure								\$0.00
Internet Marketing:	Demand Generation								\$0.00
	Google Adwords								\$0.00
	Yahoo Search								\$0.00
	Links on appropriate directories								\$0.00
	Email campaigns								\$0.00
	Podcasts								\$0.00
	Blog								\$0.00
PR	Build visibility and awareness								\$0.00
	Hire PR specialist								
	Write articles								
	Get speaking opportunities								
Advertising	Build visibility and awareness								\$0.00
	List of publications that would reach target								\$0.00
Events	Build visibility and awareness								\$0.00
	Tradeshows that reach target								\$0.00
Direct Marketing	Demand Generation								\$0.00
Word of Mouth	Build visibility and awareness								\$0.00
	BNJ, Chamber membership, other networking events								\$0.00
Total Budget		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			\$0.00
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