

## Marketing Plan

| Target Audience  | December  | January                   | February                  | Results | Total cost | Acquisition Cost per client |
|--|---|---------------------------|---------------------------|---------|------------|-----------------------------|
| Put in here the type of businesses or customers you are aiming to target for example:<br><i>Businesses over £100,000 turnover in Yorkshire</i> | Direct mail<br>Web site offer<br>LinkedIn announcement        | Follow up phone call      | No activity               |         | £55        |                             |
| Second type of businesses or customers you are aiming to target:   | LinkedIn<br>Press releases<br>Blog update                     | Direct mail               | Follow up                 |         | £55        |                             |
| Third type of businesses or customers you are aiming to target:  | Referrals from existing customers                             | No activity               | No activity               |         | £55        |                             |
| Fourth type of businesses or customers you are aiming to target:   | Ad in local free magazine<br>Web site<br>Twitter announcement | Ad in local free magazine | Ad in local free magazine |         | £165       |                             |