



STRATEGIC MARKETING PLAN

Fisher's Technology

Your local experts of everything office technology with personality.

COMPANY MISSION

Fisher's mission is to make our customers extremely happy with their office technology.

Fisher's core values, which we live and breathe every day and which support our mission, are:

- Happy team members that are positive and have fun together
- Making our customers extremely happy
- Respecting others and trusting their good intent
- Passion for continuous improvement

PRODUCTS & SERVICES

Fisher's manages IT environments, sells and services copiers and printers, and streamlines business operations with electronic document management and related software solutions. Fisher's mission is to make customers extremely happy while having a great time.

COMPETITIVE ADVANTAGE

Awesome People – Hiring and Training

- Fast/efficient resolution
- Fix right the first time
- Low customer turnover
- Great human experience
- Low billing errors
- High user knowledge/training

Culture of Customer Experience – Do right the first time, cooperation/team, fun, office feel, events, community, little things

- Fast, customer central decision making
- Time savings through follow-up processes and communication
- Do what we say we will do
- Look forward to working with Fisher's people

Breadth of Offerings – IT/SW/UC/PS, Imaging manufacturers, one call support, technical expertise

- Ability to select appropriate value for organization
- Convenience to work with our vendor
- One call for support and no finger pointing
- Less time/cost involved to support

MARKETING TEAM

Marketing

Haley Grigsby, Director

Paige Mooney, Marketing Coordinator

Emily Robb, Marketing Project Coordinator

Corporate and Boise Sales Support

Mariah Dlugosch, Senior Administrative Coordinator

TBD, Administrative Coordinator

MARKETING DEPT. MISSION

- Acquire new customers
- Maintain brand loyalty of current customers
- Promote brand
- Grow new markets
- Maximize return on investment with efficient use of time and resources

MARKETING TEAM MISSION

Our mission is to be creative, fun, easy to work with, best in class communication, always growing our marketing knowledge, and hitting/reporting metrics. #theresnoiinteam

KEY PERFORMANCE INDICATORS (KPI'S)

- New website users
- Website traffic
- Organic search impressions
- Website form fills
- Website leads
- Blogs per year
 - Goal: 24
- Videos per year
 - Goal: 24
- Social followers
- Social impressions
- Social ad reach
- Social ad clicks
- Online reviews per year
 - Goal: 75
- Online ad phone call clicks
- Online ad forms fills for targeted groups
- Email opens
- Email clicks
- Event leads
- Closed leads
- Phone book ad calls

MARKETING OBJECTIVES

Background

Marketing's main goal is to ensure our brand can be found easily and is at top of mind. To improve marketing scalability, team happiness, and return on investment, we will need execute the following:

- Reduce Fisher's hosted and sponsored events in Boise
- Decrease Fisher's hosted events in other markets
- Public Events/Sponsorships/Chambers/Conferences/Tradeshows will need to be coordinated by markets
- Increase content and digital marketing

Marketing Philosophy

Digital marketing is part of every modern marketing strategy. That's because it's a cost-effective way to get your message in front of the people who truly matter: your target audience.

In traditional marketing, you spend a lot of money to blast your brand to the masses. And it can be tough to calculate ROI because you never really know who's at the other end of your ad.

Digital marketing brings the advantage of precision, with clear metrics for measuring success. You get to choose who your message goes to when and engage directly with your ideal customer in the spaces they're most active. The result is higher conversion rates with less money wasted.

Source: www.lyfemarketing.com/blog/digital-marketing-vs-traditional-marketing

Main Objectives for 2020

- Increase digital content
- Increase leads
- Increase Google rankings
- Maintain brand awareness in Boise
- Increase brand awareness outside Boise
- Maintain brand loyalty
- Grow market share
- Clearly defined value propositions for all offerings

MARKETING TACTICS

We will launch/ramp up our use of the following channels to generate leads, educate buyers, and develop brand awareness and loyalty:

Website/Offerings Landing Page Development

Purpose: Improve user experience on Fisher's offerings landing pages to educate buyers, increase SEO rankings and online leads.

For example: expanded content for IT and DA pages.

Metrics: Organic impressions, new website users, online form fills, and website leads.

Content Marketing/Sales Campaigns

Purpose: Develop content campaigns built to increase awareness, educate buyers who are shopping/learning and in the decision stage, and generate leads.

For example: working remotely, top 5 IT issues, top 3 document problems, etc.

Metrics: Views, clicks, landing page traffic, form fills, and leads for each campaign.

Blog

Purpose: Post relevant content to answer customer and buyer questions and to increase SEO rankings.

For example: product updates, business trends, case studies, etc.

Metrics: 2 blogs per month, blog traffic, online form fills, and website leads.

Videos

Purpose: Increase engagement with customers and buyers by producing video content.

For example: business trends, offerings, etc.

Metrics: 2 videos per month, views, clicks, and website traffic.

Social Media (Facebook, Instagram, LinkedIn, Twitter, TikTok)

Purpose: Post content and run ad campaigns that increase brand exposure, engage users, and increase website traffic and leads.

For example: Tech Tip Tuesday, #thisisfishers, TikTok quick videos, etc.

Metrics: Followers, ad impressions, ad reach, ad clicks, ad website views, and new website users.

Search Engine Optimization/Google My Business

Purpose: Optimize website, increase on page/off page content/links, and add online reviews to maintain and increase Google rankings and website traffic.

Metrics: Organic search impressions, online reviews, and new website users.

Website/Market Landing Page Development

Purpose: Improve user experience on Fisher's market pages to educate buyers, increase SEO rankings and online leads.

Metrics: Organic impressions, new website users, and website leads.

Pay-Per-Click Ads

Purpose: Prominent ad placement for targeted keywords to increase website traffic and increase brand awareness.

Metrics: New website users and website leads.

Retargeting/Geofencing Online Ads

Purpose: Engaging online ads that get noticed by targeted groups and increase brand awareness.

Example target market: Top prospect locations, competitor locations, event location, etc.

Metrics: Organic website traffic, phone call clicks, online forms fills, ad clicks and website leads.

Side notes: Keep in mind a lot of people do not click on ads. Most people are seeing display ads and then later decide to go back to your website. This will not show up in organic.

Email Blasts

Purpose: Send relevant content to educate, increase brand awareness and leads.

Metrics: Opens, clicks, website traffic, and online form fills.

Public Events/Sponsorships/Chambers/Conferences/Tradeshows

Purpose: Participate in local events to educate, develop brand awareness/loyalty, and generate leads.

Metrics: Event leads.

Hosted Events/Webinars

Purpose: Host Fisher's events to educate, develop brand awareness/loyalty, and generate leads.

Metrics: Attendees and event leads.

Phone Books

Purpose: Prominent phone book ad placement to increase brand awareness and leads.

Metrics: Phone calls for assigned phone numbers.

BUDGET

Progressive Marketing Budget

- Focus on what has historically worked
- Use tactics that allow full control/customizability
- Don't scale until ROI is proven
- Cross-channel to double dip
- Subject to change based on revenue throughout year