



Organiksol Marketing

- **Business Plan**
v.072022

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01 The Problem We Solve

Why You Exist

Music industry, nonprofit & start-up businesses can have a hard time figuring out the marketing needed to fit their unique situations:

- Music professionals may find more creative, or industry specific messaging is needed
- The non-profit stakeholder may be more interested in conveying integrity & values
- The entrepreneur may simply not know how to get started.

PROBLEM



01 The Problem We Solve

Why You Exist

With over 20 years of experience in the music industry, non-profit and small business sectors, we understand the unique needs these businesses have.

Organiksol uses a consultative approach developed over years of seeing what did...and did not work.

Our approach puts the client at the center, and by listening closely we discern where their needs and opportunities lie.

The end result are strategies, goals and plans that are simple, practical & actionable, that drive profits for our clients and help them forge deep, personal connections with their customers.

SOLUTION



Organiksol Marketing

02 What We Do & Who We Are

Values, Mission, Vision

Organiksol Marketing provides marketing services, artist/influencer mgt. & partnership development for the music, nonprofit and small business sectors that put customers at the center.

WHAT WE DO

- A commitment to diversity & equality
- That customers, suppliers, staff and the community can be more than just the people we do business with - they can be our friends
- Driving profits responsibly, for ourselves and the customers we serve
- Integrity in all we do and say

OUR CORE VALUES



Organiksol Marketing

02 What We Do & Who We Are

Values, Mission, Vision

“Our passion is to offer practical, applicable marketing services that organically grow business based on building authentic relationships with customers, staff and the wider community.”

MISSION STATEMENT

By Dec 2022, Organiksol will be generating a minimum of xUSD monthly with at least x% of the revenue coming in on a recurring basis.

VISION STATEMENT



02 What We Do & Who We Are

Values, Mission, Vision

VALUE PROPOSITION

- Experience - Over 20 years of experience in the Music, Non Profit and Small Business sectors
- A Unique Consultative approach that helps us clearly identify opportunities and possible solutions.
We point clients towards their best solution...even if it's not us
- Our strong network of contacts is available to provide insights or consider opportunities
- Honesty & integrity - we point clients towards their best solution...even if it's not us



SITUATIONAL ANALYSIS

“[A] Situation analysis is the process of evaluating the internal and external conditions that could affect your business.

It can help identify the current opportunities and challenges to your organization, service or product, which in turn helps with devising a winning strategy.

While there is no one right way to do this, an effective means for conducting a situational analysis is to create a SWOT analysis (strengths, weaknesses, opportunities, threats).

[Click to learn more about Situational & SWOT analysis. Courtesy of Creately](#)



03 “What’s Going On?”

Situational Analysis

SITUATIONAL ANALYSIS

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none">• Things your company does well• Qualities that separate you from your competitors• Internal resources such as skilled, knowledgeable staff• Tangible assets such as intellectual property, capital, proprietary technologies etc.	<ul style="list-style-type: none">• Things your company lacks• Things your competitors do better than you• Resource limitations• Unclear unique selling proposition	<ul style="list-style-type: none">• Underserved markets for specific products• Few competitors in your area• Emerging need for your products or services• Press/media coverage of your company	<ul style="list-style-type: none">• Emerging competitors• Changing regulatory environment• Negative press/ media coverage• Changing customer attitudes toward your company

WordStream



ORGANIKSOL SAMPLE OVERALL MARKETING STRATEGY

- “Delight” your customers everyday
- Establish Organiksol as thought leader
- Content is key - create customer content that’s unique, valuable, and delivered in the time, place and format best for them
- Expand networking and outreach (in person & online) among target customers
- Develop partnerships to solicit new business



MARKETING “PERSONAS”

I strongly believe in creating marketing “personas” as a way to get my arms around my perspective customers likes, dislikes and values.

In marketing terms, a persona is a fictional character created to represent a user type that might use a site, brand, or product in a similar way.

I like using personas because it helps me tailor the tone and imagery to fit different customers.



MARKETING “PERSONAS”

The graphic below is courtesy of Yo!Kart, and [you can click here to learn more about marketing personas](#)

TARGET CUSTOMERS
USING BUYER PERSONAS

Personas	Characteristics
BRANDON	Analytical Willing New Sports
CYNTHIA	Focused Frequent Approachable Lifestyle
RON	Confused Casual Frequent Music



06 Why Hire Us?

Value Proposition Defined

* Active listener => being able to uncover “hidden gems” and create clarity * Clear communicator => recommendations are practical and actionable * Listening to the client & focusing on the customer => messaging and content has greater value and people like to read/watch/listen to it

WE LISTEN

* Honesty, integrity, trustworthiness => clients can believe in us * Care about people and communities => marketing that nurtures customer relationships and builds trust

ETHICS & VALUES



06 Why Hire Us?

Value Proposition Defined

We constantly look for new opportunities

to tell our client's stories, bring more value to customers and drive business. We also use the arts in marketing where possible due their ability to connect more deeply with people.

A SPIRIT OF CREATIVITY,
CURIOSITY & LOVE FOR THE ARTS

Cultural Competency means

we bring a unique insight into the wants and needs of BIPOC communities and have an overall appreciation for diverse cultures.

CULTURAL COMPETENCY



06 Why Hire Us?

Value Proposition Defined

By offering a consultative approach where we discuss client's needs in simple, plain language, we quickly can determine whether we can help and if so, exactly how.

Moreover, with over 20 years of experience there is little we've not seen, which for customers mean reduced research time, less billable hours and quicker results

WE MAKE DOING
BUSINESS WITH US EASY



07 Marketing Action Plan

August 2022

Goal	Task	Deadline	Complete?	Notes
Set up a system for prospecting	Tag contact list to put the different customer groups into categories	8/12/22	Yes	
Dial in content	Define what content is needed for each customer group	8/12/22		
Dial in content	Write two new blogs entries	8/19/22		
Dial in social media	Commit to regular posting in FB; monitor results and change as needed	10/28/22		Start date
Dial in social media	Update LinkedIn	8/9/22	Yes	
Pitch (live on online) at least 1 new prospect daily		Ongoing		
Find a new newsletter style	Look for a new, more attention-getting design for email	8/26/22		



While they are not shown here for privacy reasons, every business should also generate the following reports on a regular basis to track the financial health of an organization:

- Profit/Loss (Income) Statement
- Cash Flow
- Balance Sheet

