

Organiksol Marketing

Business Plan v.072022

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01 The Problem We Solve Why You Exist , **02** What We Do & Who We Are Values, Mission, Vision

03 "What's Going On?" Situational Analysis

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Overall Marketing Strategy

05 Key Projected Customers 06 Why Hire Us? Value Proposition Defined

Marketing Action Plan August 2022

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Finances



PROBLEM

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

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



With over 20 years of experience in the music SOLUTI 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.

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

- 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

"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."

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



VALUE PROPOSITION

- experience in the Music, Non Profit and Small Business sectors
- A Unique Consultative approach that helps us clearly identify opportunities and possible solutions.

Experience - Over 20 years of

- 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



"[A] Situation analysis is the SITUATIONAL ANALYSIS 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).

<u>Click to learn more about Situational & SWOT</u> <u>analysis. Courtesy of Creately</u>



SITUATIONAL ANALYSIS







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



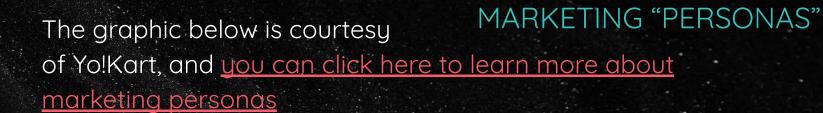
MARKETING "PERSONAS"

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.





TARGET CUSTOMERS **USING BUYER PERSONAS** BRANDON **CYNTHIA** RON Analytical Confused Focused Casual Willing Frequent New Approachable Frequent Lifestyle Sports Music

Defined **06 Why Hire Us?** Value Proposition D * 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

ETHICS & VALUES

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



A SPIRIT OF CREATIVITY, We constantly look CURIOSITY & LOVE FOR THE ARTS 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.

CULTURAL COMPETENCY

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



WE MAKE DOING BUSINESS WITH US EASY

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



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

Finances

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Balance Sheet

