

# MARKETING PROPOSAL

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**Ron's IT Solutions**  
Marketing Proposal

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**Partial version of Marketing Plan ONLY**



## **Marketing Proposal**

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## **Marketing Proposal**

### **1.0 Executive Summary**

Ron's IT Solutions is a small business located in San Jose, California offering Home and Small Business Networking/Computer Solutions that are efficient and cost-effective.

With continuous technological advancements (e.g. social media, computers, TV's, wireless technology), Ron's IT Solutions continues to seek new business by developing a better competitive advantage, providing exceptional service with the goal of gaining long term clientele for a more sustainable business model.

### **2.0 Situational Analysis**

#### *Financial*

Ron's IT Solutions is currently in the first year of operation. Conservative financial goals and marketing expenditures are a primary focus as the business reaches a level of stability that is comfortable. Optimistic about the business, Ron's IT Solutions desires to invest in the growth and development of the business. Moreover, a phased marketing approach building on ideas and concepts is the initial objective to strive towards personal fulfillment and increased financial freedom.

#### *Product Development and Capabilities*

Well-informed about the industry, Ron's IT Solutions offers an array of services to assist with technical setup, maintenance and troubleshooting. Capabilities offered are outlined below:

- Software Installation
- PC diagnostics & Repair
- Data Recovery
- Anti-Virus Solutions
- Network Connections
- Custom Built Systems
- Upgrade Outdated Equipment
- Network Security & Firewalls
- All-in-one Printers

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Lower operating cost</li> <li>• Competitive pricing</li> </ul>	<ul style="list-style-type: none"> <li>• No physical office space</li> <li>• No staff</li> <li>• Lack of experience</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Customer rapport</li> <li>• Attractive marketplace</li> </ul>	<ul style="list-style-type: none"> <li>• Large pool of competitors</li> <li>• Economy and unemployment fluctuations</li> <li>• Competitors are more reputable in the industry</li> <li>• Domain authority</li> <li>• Business location is a technology hotspot</li> </ul>

*Table 1. SWOT Analysis of Ron’s IT Solutions and the Computer Technology/Freelance Market*

## 2.2 Competition

Smaller, local companies and other freelancers tend to offer similar services at comparable prices whereas market leaders like Best Buy’s “Geek Squad” often charge more than the neighborhood firms for the same services. Competitors within the community have an advantage due in part to their longstanding position in the market and jeopardize Ron’s IT Solutions efforts to penetrate the market.

To succeed within the market, Ron’s IT Solutions should exploit all strengths and opportunities to help demonstrate the competitive advantage that the company has over the market.

“Seniors tend to know the least about technology.”

Freelance Sidekick, LCC concluded in their research efforts that the target market is a good segmentation and agrees with Ron’s IT Solutions that seniors do have a strong need for technology assistance. Below are the cliff notes that support the owner’s explanation for focusing on the seniors as the targeted market:

- a. Seniors are interested in socializing with family & friends
- b. There is a positive trend with seniors and online use of technology
- c. Seniors have the most discretionary income (Blacharski, 2016)
- d. Other age groups have the mindset of “do it yourself” technology and are less likely to require assistance with networking, computer repairs, virus removal, etc.

Market Product/Service Grid

Basis of Segmentation	Segmentation Variables	Typical Breakdowns
<b>Geographical</b>	City size Weather conditions Region	1.03M Mild Southwest
<b>Demographical</b>	Gender Age Life stage	Male, female 55-59, 60-61, 62-64, 65-74 Seniors
<b>Psychological</b>	Personality Lifestyle Needs	Embrace technology Socialize Convenience, quality, security
<b>Behavioral</b>	Consistency Type of technology	1-3/week Desktop, video chat, smartphone

Table 2. Target market segmentation, 2017

3.5 Positioning

**Branding:** Ron’s IT Solutions wants to position their branding to work off emotions.

When potential clients access the company’s website, the goal is to have those clients feel “calm” and “peaceful” and that working with the company “easy” process. Blue will be used as

Occupation	Employment in 2010 (in thousands)	Projected growth 2010–2020 (percent)	Median annual wage 2011	Typical education needed for entry
Computer systems analysts	135.3	43.1	\$82,160	Bachelor's degree
Computer programmers	116.8	28.8	72,100	Bachelor's degree
Software developers, applications	174.0	57.4	88,120	Bachelor's degree
Software developers, systems	117.8	71.7	94,570	Bachelor's degree
Computer support specialists	107.4	43.1	48,800	Some college, no degree

Table 3. Occupational growth and wages in computer systems design and related services, 2010 -2020

#### 4.0 Controls & Finances

Ron's IT Solutions marketing plan is intended to serve as a guide for the company. The following areas will be monitored to gauge performance:

- Monthly/annual income
- Marketing costs
- Customer satisfaction and repeated clientele
- Market and technology knowledge

This plan is flexible and can be adjusted over time as goals are met and needs change.

##### 4.1 Finances

Ron's IT Solutions estimated positive growth over the next few years is semi-aggressive; however, with the dedicated and steady acquisition of new clients each month, it is an attainable goal.

Table 4 shows Ron's IT Solutions estimated number of hours and clients required to meet the monthly income goals. It identifies multiple price points (\$75 & \$100 per hour) as well as the bottom end (\$100 per month) and the top end (\$300 per month) of the goal range.

Table 5 identifies the required efforts to obtain a monthly income of \$4,000. Similar to Table 4, it displays multiple price points and the number of hours/estimated clients needed to reach this goal.

### *Marketing Expense Budget*

Ron's IT Solutions estimated marketing expense budget is shown in Table 6. The budget can be adjusted over time. This is only an estimated guide for future marketing activities.

#### **EXPENSE BUDGET**

<b>Expense</b>	<b>Category</b>	<b>Budget</b>
Letterhead/Business Cards	Marketing	\$200.00
Website	Marketing	\$600.00
Word of Mouth	Marketing	FREE
Better Business Bureau	Marketing	\$80.00
Social Media Marketing	Marketing	FREE
Fliers, ads	Marketing	\$400.00
Other	Marketing	\$500.00
<b>Total Marketing Expenses (Monthly)</b>		<b>\$148.33</b>
<b>Total Marketing Expenses (Annual)</b>		<b>\$1,780.00</b>

*Table 6. Estimated Monthly and Annual Marketing Budget*

### 4.3 Marketing Organization

To gain clientele and keep costs to a minimum it is recommended to follow the suggested marketing strategies outlined in section 3.6. These strategies combine cost effectiveness with a balance of standard business operating material. All efforts to market Ron's IT Solutions should be managed in house until a comfortable profit is reached, at which points its best to reevaluate the market, the budget and the associated expenses related to the effort in question.

### 4.4 Contingency Planning

As a safeguard, Ron's IT Solutions should put in place the following to protect the businesses best interest in the event unforeseen circumstances and take proactive measures to look for changes in order to get ahead of them.