version 1.1

digital Marketing Strategy for

Memo Flooring

  
creative crewz

Table of Contents

[Business Concept: 2](#_Toc398830530)

[Target Audience: 3](#_Toc398830531)

[Target Geography: 3](#_Toc398830532)

[Calls per Month 3](#_Toc398830533)

[Marketing Tactics 6](#_Toc398830534)

Brand & Concept

**Memo Flooring**

Website: <http://www.memoflooring.com/>

# Business Concept:

Provides Residential and Commercial floor installation in Atlanta, GA, USA.

**Social Links:**

Facebook: Not Available

Twitter: Not Available

Pinterest: Not Available

Google+: Not Available

**Competitor:**

Website: <http://www.carpetdepotdecatur.com/>

# Target Audience:

|  |  |
| --- | --- |
| Gender: Males and Females  Target Age: 18-65 |  |

# Target Geography:

Atlanta, GA, USA

**ROI: Expectations**

1. Create brand awareness on Business Concept to the target group
2. Increase Influence and Engagement on Social accounts
3. Drive traffic to website using social media platforms and search engines
4. Generate inquiries/leads from visitors
5. Increase Fans/Followers/Circles on Social accounts

Goals & Metrics

### Calls per Month

|  |  |
| --- | --- |
| 1 Inquiry calls from Online Marketing Campaign | Month #1 |
| 2 Inquiry calls from Online Marketing Campaign | Month #2 |
| 5 Inquiry calls from Online Marketing Campaign | Month #3 |

***Note:*** *The first month will be under accounts setup/project creation. Hence, we can’t assure you the calls in month #1*

Online Setup for “**Memo Flooring**”

**Social Media Account Setup**

SEO Setup

|  |  |
| --- | --- |
| 1 | In-depth Site Analysis - Facebook |
| 2 | Competitive Analysis |
| 3 | Keyword Researched and Finalized |
| 4 | Initial Rank Report |
| 5 | Header Tags Optimization |
| 6 | Meta Title and Description |
| 7 | HTML Code Cleanup & Optimization |
| 8 | Internal linking structure and optimization |
| 9 | Image & Hyperlink Optimization |
| 10 | HTML Site Map Creation/Optimization |
| 11 | Robots.txt Creation/Analysis |
| 12 | XML Sitemap Creation & Submission in Google, MSN, Yahoo! |
| 13 | Setup & Integration – Google Analytics |
| 14 | Account Setup & Monitoring - Google Webmaster Tools |
| 15 | Account Setup & Monitoring – Bing Webmaster Tools |
| 16 | Funnel creation & Goal setting -Google Analytics |
| 17 | Canonical Issues |
| 18 | Ht access file creation |

Online Marketing for “**Memo Flooring**”

# Social Media Marketing Tactics

|  |  |  |  |
| --- | --- | --- | --- |
| # | Tactics | Applicability | Comments |
| 1 | Find relevant target audience on Facebook, join there and start conversation with relevant content and leave autograph link | Yes | To increase relevant Fan base on Facebook page |
| 2 | Create Brand Ambassador Account and promote  “**Memo Flooring**” page and website link on different targeted Groups and forums | Yes | To increase audience count and website traffic |
| 3 | Join Relevant forums, communities and interact with them | Yes | To drive Traffic to website and social accounts |
| 4 | Suggesting you to Add a Link on their Personal Profile | Yes | To convert customers as fans on the Facebook page |
| 5 | Use Facebook Apps - e.g. Subscription Page | Yes | To grab signups on Facebook |
| 6 | Mention the other fan page with a post, which will be displayed in both our and other fan pages | Yes | White hat method to post content on other pages |
| 7 | Run a Contest | Yes | Based on Facebook insight report, we can run a contest |
| 8 | Using #tags to make the post viral | Yes | To reach friends of fans and increase fan base |
| 9 | Using # while posting on twitter | Yes | # is used to project the content posted while keyword search |
| 10 | Using @ mention while tweeting | Yes | Personal approach to a twitter user |
| 11 | Following competitor’s followers which helps to find a target audience and socialize with them | Yes | To increase relevant followers on twitter |
| 12 | Find relevant pages on Google+ join and start conversation with relevant content and leave autograph link to client’s page | Yes | To increase relevant Fan base on Google+ page |
| 13 | Sending Direct messages to followers on twitter to like Business page | Yes | To divert followers from Twitter to Google+ Page |
| 14 | Mention the other Business page with a post, which will be displayed in both our and other fan pages | Yes | To target relevant people using this group |

**Sample Target Facebook Groups:**[**http://on.fb.me/1p2jJcu**](http://on.fb.me/1p2jJcu)[**http://on.fb.me/1uK73M4**](http://on.fb.me/1uK73M4)[**http://on.fb.me/1mhZTho**](http://on.fb.me/1mhZTho)

SEO Tactics (starts from month #2)

|  |  |
| --- | --- |
| **#** | **Milestones** |
| 1 | 5- 10 Keywords/ Terms ranking 1st on Google |
| 2 | 25/month– Guaranteed Back-links |
| 3 | 5 pages– Website Content Rewriting |
| 4 | 1/month– Article Writing |
| 5 | 50– Directory Submissions |
| 6 | 20 Submissions– Article Sites |
| 7 | 20– Social Bookmarking |
| 8 | 15 Submissions– Press Release sites |
| 9 | 5– Blog Commenting |
| 10 | 5– Business Listings |
| 11 | 5– Classifieds |
| 12 | SEO Overview Report |
| 13 | No– User Interface improvement |
| 14 | Search Engine Ranking Report |
| 15 | Directory Submission Report |
| 16 | PR Submission Report |
| 17 | Article Submission Report |
| 18 | Google Analytics Analysis Report |
| 19 | 40 – Working Hours |

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