

Create a Marketing Roadmap to Guide Your 2021 Success



Presented by Julie Thorner - Founder of Liquid Spark

What We'll Learn Today

- 1 How to create a **marketing roadmap** that maps your annual business goals to quarterly marketing initiatives.
- 2 Gain insight into what **marketing channels, campaigns, timing, and content** can help you best meet your goals.
- 3 How to **use your roadmap to review** your goals and progress—and adjust as needed!—every quarter.

Our Roadmap Example Company:

Louisiana Bayou Eco Lodge - Small, Rustic, Family-Friendly

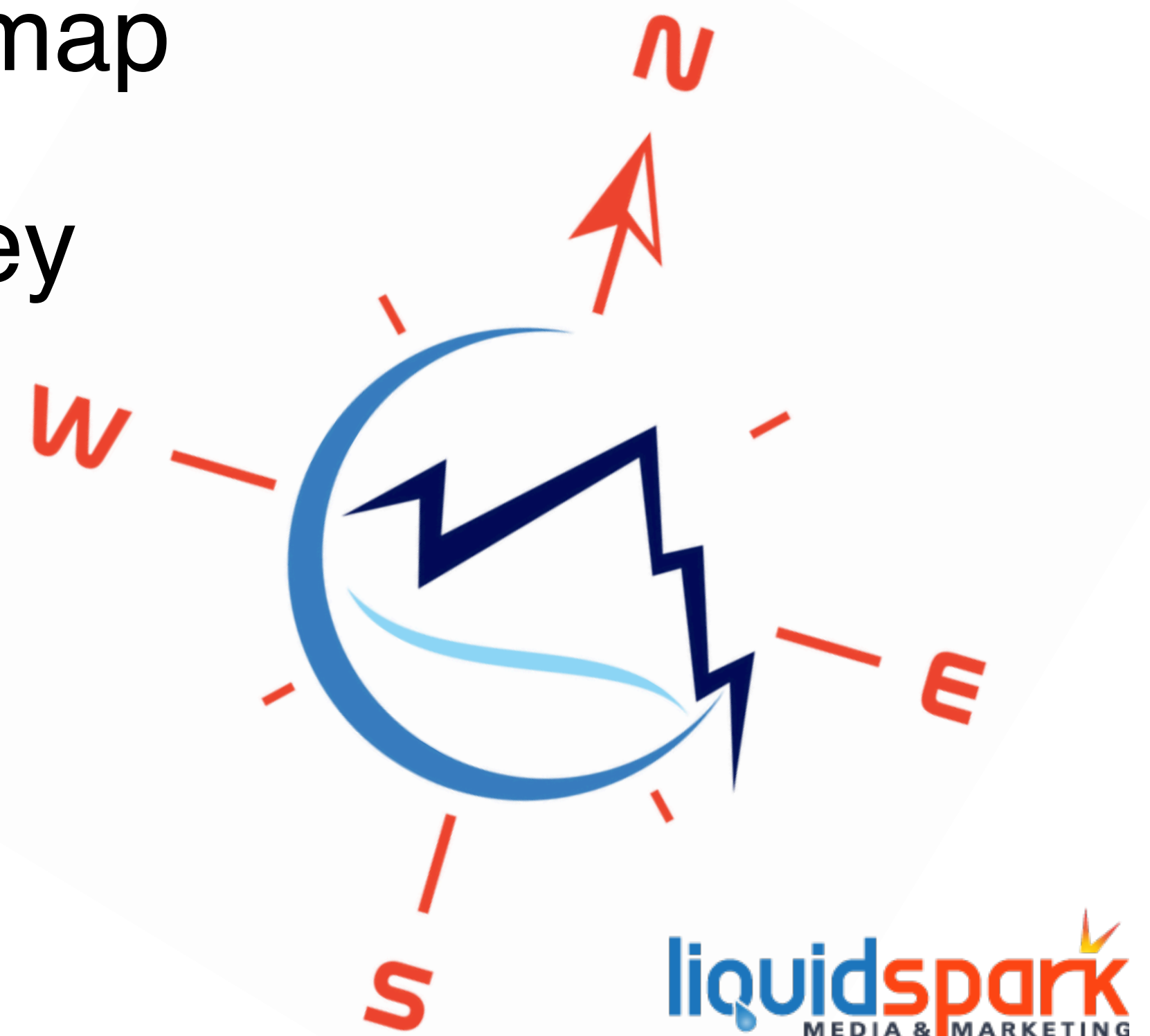


Key Information:

- Enjoys passionate following by long-time, loyal customers.
- New generations have no idea the eco lodge exists.
- Pandemic + hurricane damage caused 2020 total shutdown.
- Planning grand reopening in July 1, 2021.
- Website is workable, needs targeted improvements.
- Weak organic rankings for relevant keyword topics.
- No email list or use of email marketing.
- Limited social media organic reach: < 5,000 on FB and <1,000 on IG.
- Has good quality photography and limited video footage.
- Has strong press relationships.

Agenda

- 1 Define the Right Goals
- 2 Map Business Goals & Timing to Marketing Initiatives
- 3 Connect Your Sales Funnel to Your Roadmap
- 4 Assess Your Customer Experience Journey
- 5 Add or Refine Measurement Metrics
- 6 Bonus: Detailed Action Plan Worksheets
- 7 Q&A





Get Very Clear on Your Business Goals

Clear business goals are much easier to map to well-defined marketing initiatives that drive success. Make sure you can measure them.

“If you can’t measure it, you can’t improve it.” -Peter Drucker

Process Goals and Sales Goals

Useful Roadmaps often include both!

Sales Goal Example

- Fill September specialty tours at 8 guests per program —targeting specific customer audiences

Service Goal Example

- Run 5 Wounded Warrior Bayou Retreats and fund 2 new Veteran Family Retreat Sponsorships for Fall 2021

Process Goal Examples

- Improve marketing content quality and consistency across channels:
 - Send 1 email newsletter/month - 2nd Tuesday of month
 - Publish 3 weekly social posts - across IG, FB, and GMB
 - Created 2 monthly videos - for use on website, YT, IG, FB, & PPC



SMART

SPECIFIC

MEASURABLE

ACTIONABLE

REALISTIC
/ RISKY

TIME-BASED

Strong SMART Goals

- 1 Sell out 25 rooms in opening week of July 2021.
- 2 Target mix of 55% return / 45% new customers for 2021 season.

Weak SMART Goals

- 1 Increase lodge visits.
- 2 Increase website traffic 20%.



Map Business Goals to Marketing Ideas

This is the fun part!

- 1 What kinds of marketing initiatives will **help us achieve** our 2021 eco lodge business goals?
- 2 What is the **right timing** for each?

Map Business Goals to Marketing Ideas

Louisiana Bayou Eco Lodge Iterative Examples

Expand Reach on Digital Marketing Channels

- Grow followers to 10k on Facebook
- Grow followers to 5k on Instagram
- Develop email list of 2k by July 1

How?

WHAT & WHO? Promote Repositioned Lodge

- Press blitz - online, radio, tv
- Create new lodge intro video to use across all marketing channels (web, email, social, ads, press)
- Launch Google Ads (PPC) for eco lodge getaways
- Establish partnerships with community members that bring value to guests and community

WHEN? Attract & Engage Younger & Diverse Audience

- Create downloadable eco lodge guide for first timers
- Create contest: an eco lodge getaway for 4
- Identify eco lodge events that new generation of customers would most value, then host 3

PRO TIP:

Go big, have fun with ideation, then cull it down to a list you know you can execute internally and/or outsource successfully, with metrics you can measure.



Timing Really Is Everything

Divide your marketing roadmap into quarters

What has to happen in our marketing initiatives, when, and in what order—so that we meet our business goals?

- 1 Start with **big buckets of key initiatives by quarter**, so you can “see” what has to happen and how it all fits together.
- 2 Map out the **timing of each initiative and priority order** relative to each of the other initiatives.
- 3 Later, you will **drill down the actions by month and week**, in more detailed planning tools.

Q1	Q2	Q3	Q4
Create eco lodge contest with community partners	Launch eco lodge contest	Livestream grand opening events	Launch holiday campaigns
Create eco lodge first timers assets: landing page & downloadable guide	Launch PR campaign	Collect video testimonials from guests at eco lodge	Create 2021 guest experiences video for 2022 pre-season marketing
Develop email annual calendar	Create email info automation series	Launch new day trips for younger market	
Research and start first PPC campaigns	Launch Social Media ad campaigns		

Connect Your Sales Funnel to Your Roadmap

Leverage, Repurpose, Update, Create New

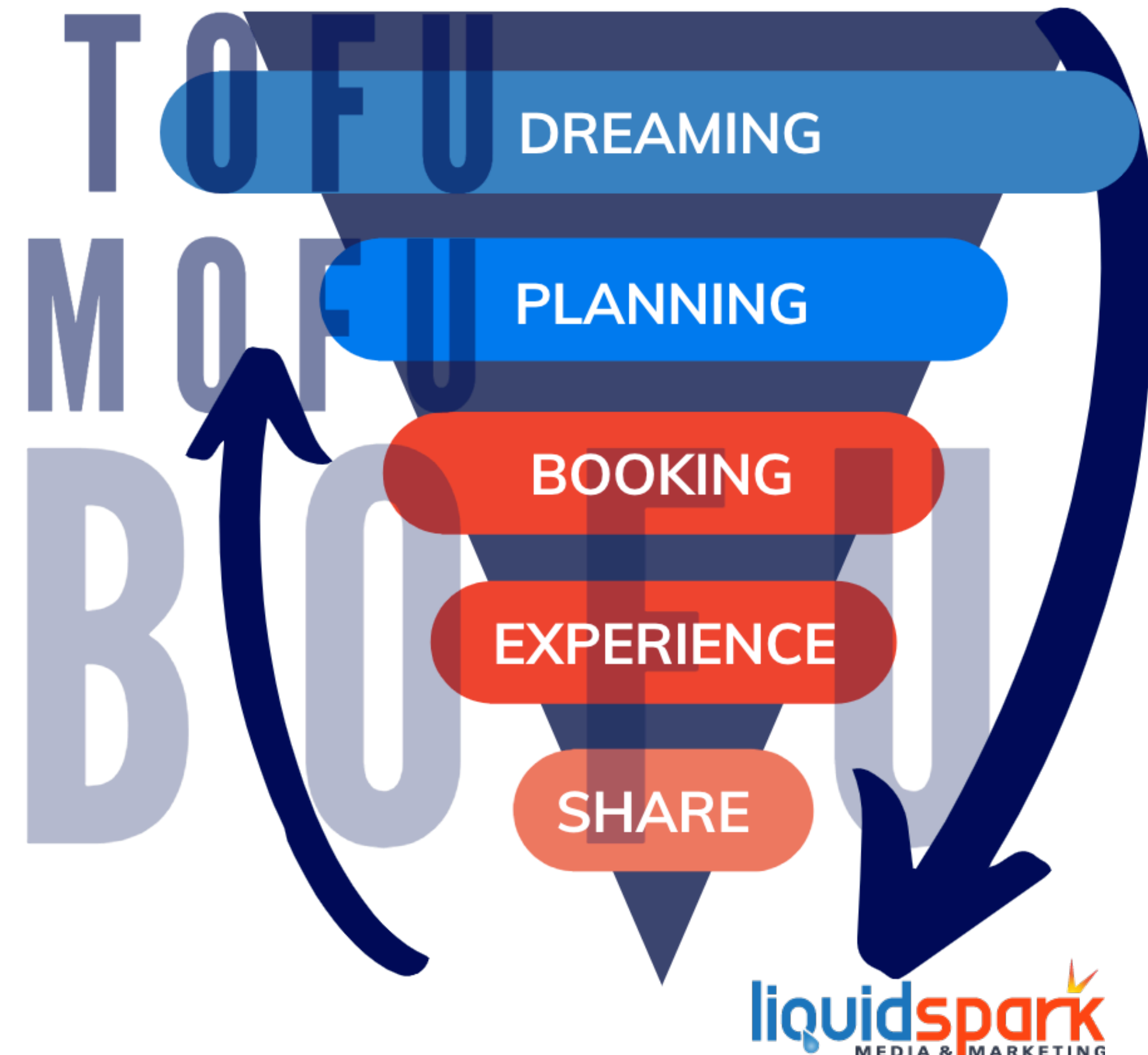
SO FAR...

- ✓ You identified your goals.
- ✓ You mapped them to specific marketing initiatives.

Those initiatives fall somewhere in your sales funnel:

1. Building Awareness / Attracting Leads
2. Meeting Interest / Educating
3. Creating Desire / Engaging
4. Inspiring Action / Converting

What do you already have to build from?





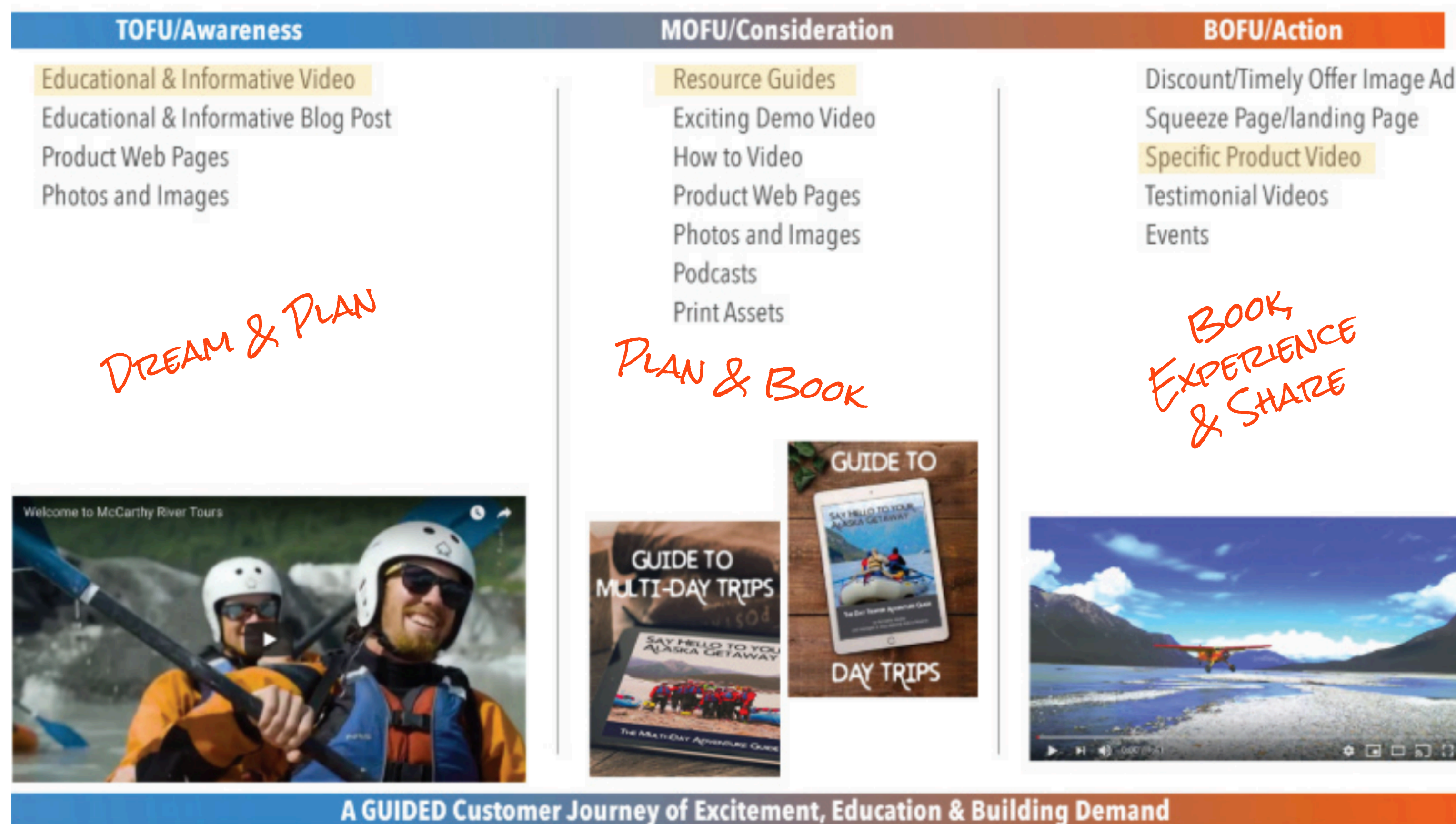
PRO TIP:

Don't reinvent the wheel with shiny new marketing materials or content if you already have content you can upgrade or repurpose instead. Maximize your efforts and resources (and SEO).

Their Customer Experience Journey

Is your sales funnel!

Mapping Content Against Your Customer Journey



Questions to Help Assess Your Content

- What exists that you can leverage?
- What's missing?
- What needs to be created?
- Who can develop missing content?
- When should content be ready?

[DOWNLOAD WORKSHEET](#)

Add Assessment Results to Your Roadmap

Update your marketing initiatives where relevant

Content

Includes videos, landing pages, guides, ads, contests, etc.

Considerations

- Create new
- Improve or update existing
- Outsource/purchase assets/services
- Create in-house
- Timing

Q1	Q2
Update eco lodge YouTube channel profile & edit videos to reflect new positioning.	Create all new 2021 eco lodge video with rebuilt facilities & new plus old activities.
Update existing website landing pages with new positioning (images & copy).	Edit existing FAQ video to add new content, keeping best content from pre-hurricane.
Plan photoshoot with younger & diverse audiences to use for new marketing assets.	

How will you measure your success?

Identify metrics for each initiative.

More Digital Behaviors to Track:

- Guide downloads
- Reservation inquiries
- Ecommerce conversions
- Landing page visits
- Email sends, open rates, CTR
- PPC conversions
- New visitor traffic & demographics

Sales to Track

- Bookings, Revenue, Profit

ASK YOURSELF...

How will you measure each initiative's success?
 What actions do you want prospects to take?
 How can prospects "raise their digital hand"?

Q1	Q2
Update eco lodge YouTube channel profile & edit videos to reflect new positioning. <i>Possible Metric:</i> <i>Increased video views.</i>	Create all new 2021 eco lodge video with rebuilt facilities & new plus old activities <i>Possible Metric:</i> <i>1000 video views in first 2 weeks.</i>
Update existing website landing pages with new positioning (images & copy). <i>Possible Metric:</i> <i>New pages have lower bounce rates and start to rank.</i>	Edit existing FAQ video to add new content, keeping best content from pre-hurricane. <i>Possible Metric:</i> <i>Reduced # of phone calls asking same questions.</i>
Plan photoshoot with younger & diverse audiences for new marketing assets. <i>Possible Metric:</i> <i>Diverse portfolio of high res images and great B-roll video.</i>	

Bonus: Detailed Action Plan Worksheets

Master Calendar and Email Calendar



Strategy & Tactics Master Calendar

Organize your efforts all in one place by month, fed from your quarterly roadmap.

[DOWNLOAD WORKSHEET](#)

Email Marketing Calendar

Match your roadmap initiatives to your email marketing calendar and support your marketing year-round.

[DOWNLOAD WORKSHEET](#)

Bonus: Detailed Action Plan Worksheets

Social Media Calendar & Ad Tracking

Social Media Organic Posting Calendar

This allows you to easily map out your monthly efforts and share your content with other team members.

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Social Media Ad Campaign Tracking

Plan and track your campaign efforts—from run dates, budgets, audiences, waterfall funnels, and so much more.

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Q&A - Let's Start Planning

Thank You!

Best wishes for your triple bottom line success in 2021.
The best time to start your planning is now.



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