



Mastermind Marketing: Integrated Marketing Communications Plan

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Traditional Marketing Tools



Print Publications: magazines and newspapers

Radio

Discounts

Billboard presentations

Online Marketing Tools

Social networking: Instagram, facebook and twitter

Email marketing: provide customer support, new offers and track customer responses.

Affiliate marketing relationships: Shopify

Search engine optimisation and pay per click advertising



Print Publications

We plan to publicise exactly what our company does and how cost effective it is. We will promote our association with the world's leading online shop creator Shopify in order to show that we are a trustworthy company.

In order to measure exactly how well print publications are working new customers will fill in where they heard of us.



Radio



Our broadcast will happen either early in the morning or at 5 pm in order to ensure the maximum amount of exposure.

Discounts



As a company we will provide our customers with a discount to our services and we will give them our benefits and discounts when paying Shopify.

Billboard Presentations

We will promote our business through several billboards over the city to create word of mouth and to call to action to our website.



Social Networking

Instagram: create short 15 sec ads in order to promote our business. We will also upload successful existing customers and their story with the company.

Twitter: we will use this channel in order to keep people up to date with new webinars and any new implementations of the system

Facebook: will be an overview of our entire social networking operations where customers can have direct access to the company.



Email Marketing

Our new and existing customers will have access to any new promotions and personalised information. They will be able to feel like there is a one on one relationship.



Affiliate Marketing

Shopify is the biggest online store creator in the world. We are their representatives in Latin America and so their marketing techniques aid us. We also have the ability of using their name in all of our ads.



Search Engine Optimisation and Pay-Per-Click Ad

For all latin america anyone searching for words such as ecommerce, online stores and build your website will see our link at the top.

We will also target people in latin america that would be interested in our services and as they use the internet they will see our ads.



Customer Acquisition Techniques

In order to acquire new customers, we will launch campaigns targeted to potential customers. We have already identified our potential customers and have seen where our main sources of leads come from. The planned campaigns are as follows:

Search Marketing: we will use search engine optimisation by using selected words in google. We will also create pay per click ads directed at people looking to start their business. Our ads will also be features on Facebook in order to increase our coverage.

Social Media Marketing: We will engage the audience through our social media platforms and try to launch viral campaigns. We also want to receive feedback on our services in order to acquire new customers.



Retention Techniques

The good thing about our business model is that once we gain a customer the only way we lose them is if they close down their website. We receive ongoing commission per website on Shopify.

Our business model also includes customisation and social media management. In order to retain our customers we want continuous feedback from them and we will provide them with quarterly updates on their results.



Evaluation Metrics

Once we have conducted all the campaigns we will measure the amount of people that were redirected to site using any ads online. We will also be evaluating our social media campaigns and see how many people it reaches and how many actually become customers. This will tell us exactly how many people we covert into customers.





Thank You