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Continue

START BIG AND WORK YOUR WAY DOWN:

Capture what the business wants to achieve in the next 6-12 months.

Think about what you'd need to change to make these goals happen - and aim high. This isn't just about business as usual.

Write down what marketing needs to achieve in the next 6-12 months.

Prioritise the most important things content can do for you, including:

- Building awareness
- Educating buyers
- Moving leads along the purchase path (nurturing)
- Engaging with all influencers
- Serving existing customers
- Cross-selling or up-selling
- Generating new sales leads
- Establishing your expertise

FOR EACH GOAL YOU CHOOSE, IDENTIFY THE METRIC YOU'LL TRACK.

SUMMARISE EACH BUYER PERSONA IN A FEW BULLET POINTS AND PRIORITISE:

Persona 1

Persona 4

Persona 2

Persona 5

Persona 3

SEARCH ENGINE OPTIMIZATION

Benchmark current traffic and search engine positioning

Analyze current traffic trends through log analysis software. If not feasible, the web site will have to install any industry standard server log analyzing software.

Create Baseline Search engine visibility index.

Analyze search engine positioning before submission. Objective here is to carry out a thorough study on current search engine positions and current effective keywords/ key phrases where the web site has achieved consistent, respectable rankings across submitted to search engines.

Collection of new Keywords & Analysis

Analyze popular keywords in category across major search engines. Study top 20 position holders in major search engines.

Create versions of Meta tags and keywords for different search engines

Create site-wide Meta tags according to requirement and specifications of different search engines and directories.

Optimize the pages for search engines (Site Re-engineering)

Site re-engineering to optimize the entire site with site content re-organization with appropriate keyword weightage.

Implement new content and meta tags

New keyword rich content and tags have to be implemented.

Submission Cycle

Methodical hand submission to google adhering to their submission cycles.

Reports

Monthly reports in excel sheets.

Link popularity building campaign

To achieve high PageRank (link popularity)

ACHIEVING TOP TEN RANKINGS

Optimization Techniques

Methods to Improve Rankings

MediaMetric also reports the following about the percent of average webmasters' attempts at high search engine placement

- 1 Changing Meta tags - 61%
- 2 Changing page titles - 44%
- 3 Reciprocal linking - 32%
- 4 Purchasing multiple domains - 20%
- 5 Multiple home pages - 21%
- 6 Hiding keywords in background - 10%
- 7 Page speed - 13%

Sample Marketing Research Proposal Template

Document number: _____

Date: --/-- [dd/mm/yy]

The Buyer: _____

Permanent Address: _____

Working Phone: _____

The Seller: _____

Permanent Address: _____

Working Phone: _____

Item of sale/buy: _____ [Name of the merchandise]

Details of proposal:

Overview of the business:

Market Opportunity:

Services and solutions provided:

Marketing strategy:

MANAGEMENT DECISIONS, INC.

Findings at a Glance

1. Many clinics and facilities in the metro area are used for worker rehabilitation. There is no other market leader among all respondents. The largest proportion of patients are sent to Bethesda Medical Center, Providence, OneCare, Mercy Hospital, and Valley View Clinic.
2. A clear referral pattern exists by occupation. Three of every five rehab nurses and two-fifths of insurance nurses / reps were their patients / clients to OneCare or to St. Benedict's Medical Center over the past two years. On the other hand, three-fifths of Industrial Park managers sent their clients to Providence in Valley View Clinic. Additionally, three-fifths of their experience with work rehabilitation, with rehab nurses and insurance nurses did refer the most similar with each case.
3. When asked about what was often pending work which services other than those they use, more than half correct mention another clinic or facility.
4. Respondents agree on three factors affecting when a client or patient is sent for treatment. When asked to indicate 20 different items, about 80 percent as important the quality of care provided, the efficiency of communication with the facility, the speed of recovery, completion of appointments, and clinic hours.
5. Fewer rehab nurses than other respondents list the physician's recommendation and the speed of recovery as an important in choosing a clinic, and a facility's accreditation was more important to insurance nurses or reps than to others, and convenience of hours and preventive programs are more important to general contract work and less important to industry managers than to other groups. Additionally, Industrial Park managers are six times more likely than insurance reps to consider one-on-one treatment services to be important, and almost all of them consider the quality of the physical facility to be important.
6. About three-quarters of rehab nurses, half of insurance nurses / reps, over two-fifths of Industrial Park managers, and one-third of other Lincoln County firms consider the provision of services "to suit" the respondent.
7. Most work rehab clients need flexibility, strength and conditioning services and acute, physical and occupational therapy. Most usually require functional capacity evaluations and work loading and conditioning programs. But most hand therapy, time off the regular duty prevention and education programs, and one-quarter respondent job site evaluations. Vocational and psychological services are not typically needed services.

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