



MARKETING PLAN

Digital Marketing By Bonita



APRIL 12, 2026
DIGITAL MARKETING BY BONITA
HANOVER, MN.

Company and Product Description

Digital Marketing by Bonita is a B2B sole proprietorship that helps small to medium-sized businesses grow their online presence. They offer affordable, results-driven services like social media management, content creation, SEO, and email marketing. The company acts as a strategic partner, focusing on tailored solutions and transparent communication to help clients reach their unique goals.

Type of Product or Service

Unlike a physical product, the company's offering is an intangible service—the sale of specialized skills and expertise. The value lies in the measurable results they deliver, such as increased website traffic and lead generation, which directly help clients improve operations and increase revenue.

Geographic Marketing Area

Initial marketing for Digital Marketing by Bonita will focus on a local or regional area. By targeting community-focused businesses like restaurants and boutiques, the company can leverage word-of-mouth referrals and local networking. This approach allows for easier client acquisition and helps establish a strong reputation as a trusted local expert.

Environmental Factors Influencing the Marketing Mix

The marketing mix for Digital Marketing by Bonita is shaped by several key environmental factors:

- **Technological Factors:** Constant changes in technology require the company to continually update its Product (services) and skills.

- **Economic Factors:** The local economy influences the Pricing strategy; flexible rates may be necessary during downturns.
- **Social and Cultural Factors:** Shifts in consumer behavior on platforms like TikTok impact the Promotion strategy, requiring tailored content services.
- **Competitive Factors:** The crowded market of digital marketing professionals affects all aspects of the mix, requiring the company to differentiate its Product, offer competitive Pricing, and have a strong Promotion strategy.

Direct and Indirect Competition

- **Direct Competition:**
 - **Freelance Digital Marketers:** These are other sole proprietors or consultants who offer similar services (e.g., social media management, content creation) and target the same client base. They are direct competitors because they provide the same core services and are often perceived as a similar, affordable alternative to larger agencies.
 - **Small, Local Digital Agencies:** These are small teams or agencies that specialize in a few key digital services and work with local clients. They are direct competitors because they offer a similar, if slightly more scaled, version of the services Bonita provides
- **Indirect Competition:**
 - **"Do-It-Yourself" Marketing:** Many small businesses opt to handle their own digital marketing using free tools and their own time. While they do not buy a competing service, they still fulfill the same need of marketing the business.

- **Full-Service Advertising Agencies:** While they usually target larger businesses, a growing small business might choose to switch to them for their broader range of services, which can include branding and traditional advertising.

Market and Competitive Analysis

Based on the market landscape for Digital Marketing by Bonita, two major direct competitors are freelance digital marketers and small, local digital agencies. For this analysis, representative names have been used: "SocialNicole" and "Minnesota Social."

- **SocialNicole** is a digital marketing agency that specializes in strategic solutions for small to medium-sized businesses and non-profits, with a strong focus on the Minneapolis market. They are a major competitor because they offer a comprehensive set of services, including social media management, SEO, and website development, that directly overlap with Digital Marketing by Bonita's offerings. Their tiered pricing structure, from a "Starter Package" for small businesses to more comprehensive plans, provides a formalized alternative to the more flexible rates of a sole proprietorship.
- **Minnesota Social** is a full-service digital marketing agency focused on the local Minnesota market. As a direct competitor, it offers a wide range of services including social media marketing, SEO, and website development. Its established position and multi-staff structure make it a more scalable option for long-term partnerships, which contrasts with Digital Marketing by Bonita's sole proprietorship model. Their pricing is not publicly available, and a consultation is required to determine the best package for a client.

- **Stoney Creek Social Media** is a full-service digital marketing agency based in Kalamazoo, Michigan. It is a competitor due to its comprehensive suite of services, which includes social media marketing, content creation, website development, SEO, and branding. The agency's approach emphasizes building personal relationships and providing training sessions, which directly competes with Digital Marketing by Bonita's personalized service model. Operating as an agency with a team, it offers a different level of scalability and pricing structure. Some clients have noted their pricing can be on the higher side compared to smaller competitors.
- **Online Marketplaces (Upwork, Freelancer, and Fiverr)** operate on a global scale, providing a venue where businesses can find freelancers for specific, often project-based, tasks. The competition here is primarily based on price and a vast variety of services, with clients often managing multiple independent contractors for a single project. While these platforms offer convenience and a wide talent pool, they generally lack the strategic partnership and deep client relationship that Digital Marketing by Bonita provides.

Digital Marketing by Bonita's competitive advantage lies in its personalized, strategic partnership approach. Unlike larger agencies with standardized packages, Digital Marketing by Bonita offers tailored solutions and transparent communication. This focus on deep client relationships and a hands-on approach helps establish the company as a trusted local expert, a key differentiator against larger agencies like Minnesota Social and Stoney Creek Social Media.

Secondary Research and Market Trends

Research into the digital marketing industry reveals several key trends influencing small businesses, which are highly relevant to Digital Marketing by Bonita.

Rise of Short-Form Video: Platforms like TikTok, Instagram Reels, and YouTube Shorts are no longer just for Gen Z. A 2024 Forbes article noted that short-form video has become essential for capturing audience attention and building brand community. To remain competitive and effective in this space, Digital Marketing by Bonita must be prepared to offer creative, human-centric, and data-driven short-form video content creation.

Continued Importance of Email Marketing: Despite the rise of new platforms, email marketing remains a cornerstone of a successful digital strategy for small businesses. A 2025 analysis by a marketing firm found that email marketing consistently delivers a high return on investment (ROI) by enabling direct, personalized communication with both prospective and existing customers. This trend reinforces the value of building and nurturing client email lists as a core service for customer retention and loyalty.

Growth of Content Marketing: Content marketing, which includes creating and sharing valuable articles, blog posts, and guides, is a powerful way for small businesses to establish brand authority and attract organic traffic. A 2024 report by the Digital Marketing Institute highlighted how effective content helps brands answer customer questions, solve problems, and build a trusted reputation, ultimately leading to better customer acquisition and long-term relationships. This trend aligns perfectly with Digital Marketing by Bonita's goal of becoming a strategic partner rather than just a service provider.

Reasoning for Use of Secondary Research

The secondary research provided is essential for a marketer to make informed management decisions because it highlights critical shifts and ongoing strengths within the industry.

By understanding the rise of short-form video, a marketer can allocate resources toward mastering this medium, ensuring services remain relevant and effective. Similarly, the continued importance of email marketing justifies continued investment in this area, as it offers a consistent return on investment. The growth of content marketing validates a strategy of focusing on thought leadership and education, which directly supports the company's core value of being a trusted strategic partner. Without this secondary research, a marketer might make decisions based on assumptions rather than current market realities, risking obsolescence and a loss of competitive edge.

SWOT Analysis

SWOT
Analysis

CONNECTING YOUR BRAND TO YOUR CUSTOMERS
Digital Marketing Specialist
Digital Marketing By Bonita

Strengths

- Low overhead and flexible pricing
- Strong client relationships
- Tailored solutions and transparent communication

Weaknesses

- Limited capacity
- Need for continuous learning
- No backup or safety net

Opportunities

- Local market growth
- High demand from small businesses
- Expanding service offerings

Threats

- Intense competition
- Rapid technological change
- "Do-it-yourself" approach

Strengths

- **Low overhead and flexible pricing:** As a sole proprietorship, Digital Marketing by Bonita has a streamlined structure that allows for competitive pricing and quick adjustments.
- **Strong client relationships:** The company's core strength is building and maintaining strong relationships with clients, positioning it as a trusted strategic partner.
- **Tailored solutions and transparent communication:** Bonita provides customized solutions and maintains open, honest communication with clients.

Weaknesses

- **Limited capacity:** As a single person, the business is restricted in the volume of clients it can take on, which could lead to missed growth opportunities.
- **Need for continuous learning:** A sole proprietor must be an expert in multiple service areas, requiring constant effort to stay up-to-date with industry changes.
- **No backup or safety net:** All client work and new business acquisition could be halted by any personal time off, illness, or emergency

Opportunities

- **Local market growth:** There is a significant opportunity for growth through word-of-mouth referrals and local networking, especially within the community-focused business sector.
- **High demand from small businesses:** The increasing need for small businesses to have a strong online presence provides a large potential client base.

- **Expanding service offerings:** The business can capitalize on new trends like short-form video and advanced SEO to attract new clients.

Threats

- **Intense competition:** The digital marketing space is saturated with both freelancers and agencies, creating a highly competitive environment.
- **Rapid technological change:** The ever-changing nature of technology and algorithms requires constant adaptation to avoid services becoming obsolete.
- **"Do-it-yourself" approach:** Businesses choosing to handle their own digital marketing poses an indirect threat to client acquisition.

Digital Marketing Needs and Preferences Survey

Instructions: Please choose the answer that best reflects your opinion or experience. Your responses will help a new digital marketing service better understand the needs of small to medium-sized businesses.

1. **Which of the following digital marketing services are you currently using or most interested in for your business?**
 - a. Social Media Management
 - b. Content Creation (e.g., articles, videos)
 - c. Search Engine Optimization (SEO)
 - d. Email Marketing
 - e. None of the above

2. On a scale of 1 to 5, how comfortable are you with handling your business's digital marketing yourself?

- a. 1 (Not at all comfortable)
- b. 2 (Slightly comfortable)
- c. 3 (Neutral)
- d. 4 (Comfortable)
- e. 5 (Very comfortable, I do it all myself)

3. What is the biggest challenge your business faces with its online presence?

- a. Generating new leads or sales
- b. Not enough website traffic
- c. Keeping up with the latest trends (e.g., video marketing)
- d. Creating high-quality content consistently
- e. I don't face any major challenges

4. When looking for a digital marketing provider, what is the most important factor for you?

- a. Price
- b. Proven results/ROI
- c. Strong client relationship and communication
- d. Specialized expertise in my industry
- e. A wide range of services offered

5. If you were to hire a digital marketing service, what is the maximum monthly budget you would allocate?

- a. \$250 - \$500
- b. \$501 - \$1,000
- c. \$1,001 - \$2,000
- d. More than \$2,000
- e. I'm not sure

6. Where do you typically start your search for a new digital marketing service?

- a. Google or other search engines
- b. Referrals from other business owners
- c. Social media (e.g., Facebook, LinkedIn)
- d. Local business directories (e.g., Yelp)
- e. Business networking events or groups

7. How important is it for your digital marketing provider to be a local business?

- a. Not important at all, I'm open to providers anywhere
- b. Slightly important, but not a deal-breaker
- c. Important, I prefer to work with local businesses
- d. Very important, I only work with local providers

8. When evaluating a potential digital marketing partner, which of the following content would you find most persuasive?

- a. Case studies and success stories from previous clients
- b. Informational blog posts or articles
- c. Client testimonials or video reviews
- d. A detailed service brochure or price sheet

9. Beyond the services themselves, what is the most important benefit you want to gain from a digital marketing partnership?

- a. (Open-ended response)

10. If you had to describe your ideal digital marketing partner in one word, what would it be?

- a. (Open-ended response)

Survey Analysis Summary

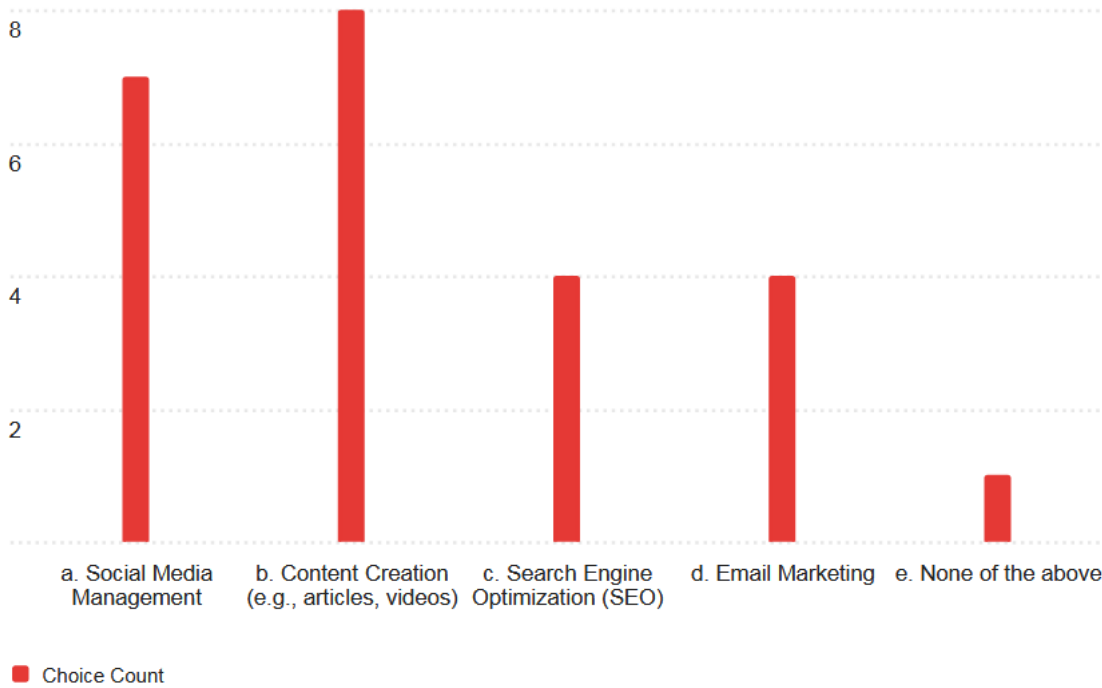
Based on the survey data provided, here is a detailed analysis of the responses. The survey was given to 11 respondents, providing a small but insightful snapshot into the preferences and challenges related to digital marketing.

Key Findings

1. What services are most in demand?

The two most sought-after digital marketing services are Content Creation (73%) and Social Media Management (64%). This indicates a strong interest in services that help businesses build an online presence and engage with their audience. Services like SEO (36%) and Email Marketing (36%) were of moderate interest, suggesting they are seen as important, but not as critical as content and social media.

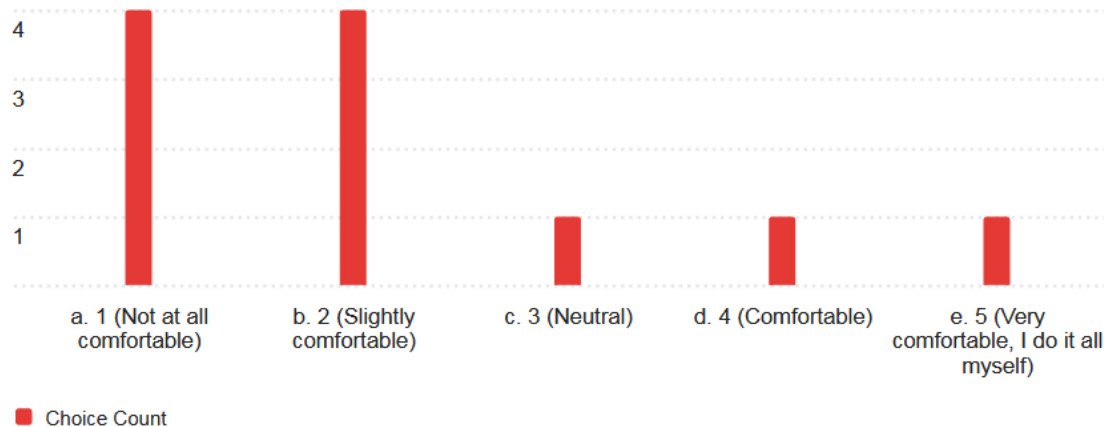
Q1 - Which of the following digital marketing services are you currently using or most interested in for your business?



2. How comfortable are businesses with DIY marketing?

The vast majority of respondents are not comfortable with handling their own digital marketing. A combined 72% rated their comfort level as either "not at all comfortable" (36%) or "slightly comfortable" (36%). Only a small fraction (9%) felt "very comfortable" and did everything themselves. This suggests a significant market for digital marketing services, as most businesses prefer to outsource this function.

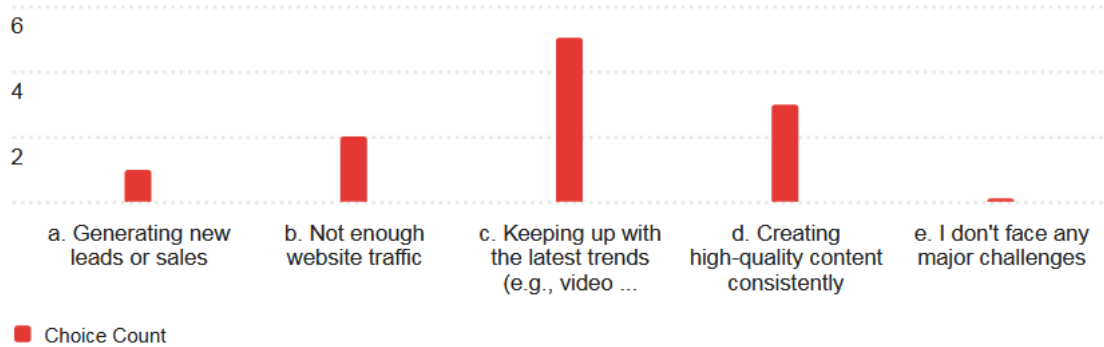
Q2 - On a scale of 1 to 5, how comfortable are you with handling your business's digital marketing yourself?



3. What is the biggest challenge?

The single biggest challenge for businesses is "Keeping up with the latest trends" (45%). This was a much larger concern than other issues like "Creating high-quality content consistently" (27%) or "Not enough website traffic" (18%). This highlights a common pain point: the digital landscape is constantly changing, and businesses struggle to stay current.

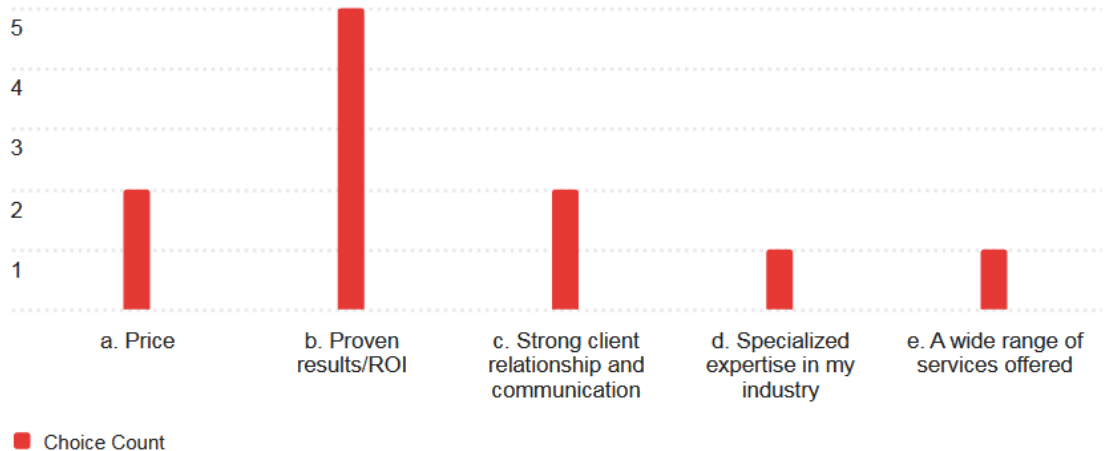
Q3 - What is the biggest challenge your business faces with its online presence?



4. What is the most important factor in choosing a provider?

For businesses looking to hire a digital marketing provider, "Proven results/ROI" is the most critical factor by a large margin (45%). This is significantly more important than "Price" (18%), "Strong client relationship" (18%), or "Specialized expertise in my industry" (9%). This shows that businesses are focused on a clear return on their investment and want to see evidence that a provider can deliver tangible outcomes.

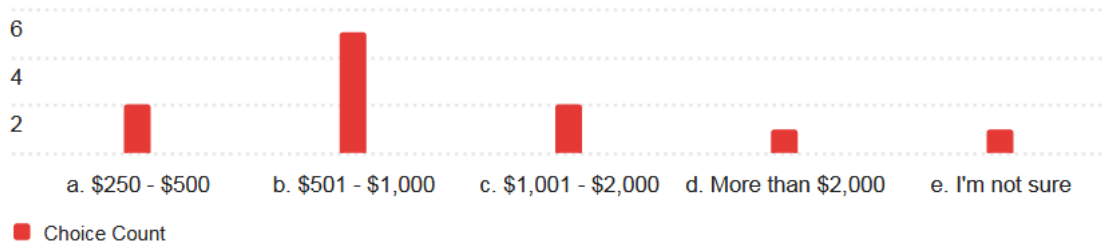
Q4 - When looking for a digital marketing provider, what is the most important factor for you?



5. What is the typical budget?

The most common monthly budget for digital marketing services is \$501 - \$1,000 (45%). This price range is a clear sweet spot for the businesses surveyed. The second most common budget ranges were \$250 - \$500 and \$1,001 - \$2,000, both at 18%. This data helps establish a clear pricing expectation for potential clients.

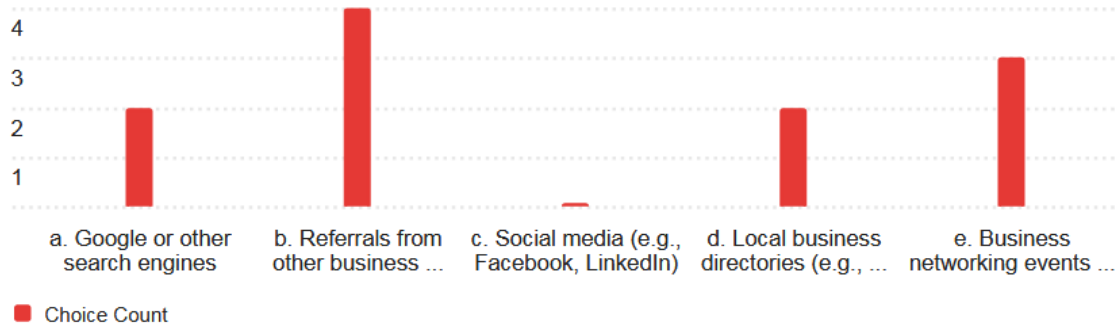
Q5 - If you were to hire a digital marketing service, what is the maximum monthly budget you would allocate?



6. How do businesses find new providers?

When looking for a new provider, businesses rely most on "Referrals from other business owners" (36%) and "Business networking events or groups" (27%). Traditional search methods like "Google or other search engines" and "Local business directories" were less popular, both at 18%. This indicates that word-of-mouth and personal connections are the primary way businesses discover new marketing partners.

Q6 - Where do you typically start your search for a new digital marketing service?



7. Is being local important?

Yes, for a majority of respondents, being a local business is an important factor. Over half of the respondents (55%) indicated that it's important and they prefer to work with local providers. This suggests that local agencies or consultants have a competitive advantage in this market.

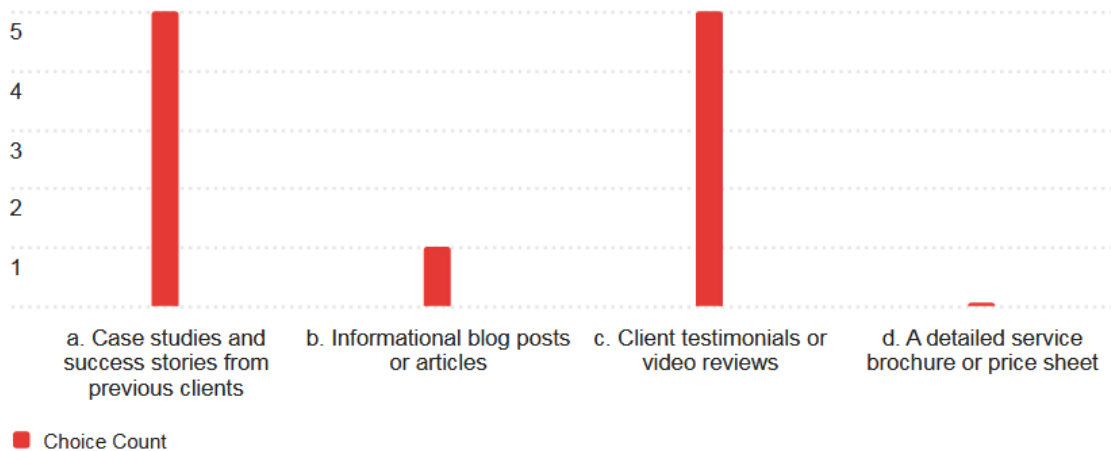
Q7 - How important is it for your digital marketing provider to be a local business?



8. What type of content is most persuasive?

When evaluating a potential partner, the most persuasive content is "Case studies and success stories" and "Client testimonials or video reviews", with both receiving a 45% share of the votes. In contrast, "Informational blog posts" were only persuasive to 9% of respondents. This reinforces the desire for "proven results" and demonstrates that social proof is a powerful sales tool.

Q8 - When evaluating a potential digital marketing partner, which of the following content would you find most persuasive?



9. & 10. Qualitative Insights

The open-ended survey responses show that clients are looking for more than just a service; they want a genuine partner. A major theme is the desire for a provider who offers clear communication and understanding, and can explain complex marketing concepts in "layman's terms" with patience. Respondents also value knowledge and expertise, with a strong desire to stay "ahead of the marketing trends" and leverage their partner's insight for a good outcome. Finally, reliability emerged as a key descriptor for an ideal partner, highlighting the importance of trust and dependability in the client-provider relationship.

Q9 - Beyond the services themselves, what is the most important benefit you want to gain from a digital marketing partnership?

9. Beyond the services themselves, what is the most important benefit you want to gain from a digital marketing partnership?

Learning, insights and best approach- utilize their knowledge for achieving good outcome

Local marketing trends

Drive Sales

More revenue

More sales

Flexibility with change as the latest trends or market needs for my product may demand

Trust and honesty

Good communication

I would like to be ahead of the marketing trends and not jumping on board late in the game.

Increased revenue

More traffic

Q10 - If you had to describe your ideal digital marketing partner in one word, what would it be?

10. If you had to describe your ideal digital marketing partner in one word, what would it be?

Flexible and knowledgeable

Accessible

resilient

Reliable

Responsive

Someone that could explain in layman's terms how their marketing skills could reach across a diverse client base. A professional who demonstrates patience when explaining what would they feel could benefit my growing business, without overcomplicated terminology and with an understanding that content creation is not my field.

Go-getter

Creative

Honest

Bonita

Fast and reliable service

Overall Conclusion

The businesses surveyed are generally uncomfortable with handling their own digital marketing and are actively seeking partners. Their primary goal is to achieve tangible results, and they prefer to find those partners through referrals and local networks.

They are willing to pay between \$500 and \$1,000 per month for services, with a strong preference for Content Creation and Social Media Management. The most effective way to win their business is to provide strong social proof through case studies and testimonials that demonstrate proven ROI, and to show a clear understanding of the latest digital marketing trends.

Target Market and Consumer Buying Process

Based on market research and survey analysis, we can precisely define the target market for Digital Marketing by Bonita and outline the B2B consumer buying process.

Marketing Segmentation Strategy

The marketing segmentation strategy for Digital Marketing by Bonita combines geographic, demographic, and behavioral factors. Geographically, the primary focus is on a local or regional area, targeting businesses within the founder's community. This aligns with the survey finding that 55% of respondents prefer working with local providers, a key strength for the company.

Demographically, the target customers are small to medium-sized businesses and sole proprietors. These businesses have limited internal resources for marketing and a typical monthly budget of \$500 to \$1,000. They operate in community-focused sectors like restaurants, boutiques, and other local services.

Behaviorally, the strategy focuses on the needs and challenges of the target audience. The ideal customer is uncomfortable with "DIY" marketing and struggles to "keep up with the latest trends." They actively seek a strategic partner who can deliver proven results and are more influenced by word-of-mouth referrals than by online advertising.

Target Customer Profile

The target customer for Digital Marketing by Bonita is a B2B entity; a small business owner or manager with the following characteristics:

- **Business Type & Size:** A community-focused, small to medium-sized business, often with a small team or a single owner/operator.
- **Challenges:** The owner feels overwhelmed by constant changes in digital marketing and lacks the time or knowledge to manage their online presence. They recognize the need for a stronger digital footprint but struggle to create consistent, high-quality content.
- **Needs:** They seek a trusted partner, not just a service provider. They value clear communication, a tailored approach, and a tangible return on investment in the form of increased website traffic and leads.
- **Budget & Acquisition:** They are typically willing to spend between \$501 and \$1,000 per month and are likely to find a new marketing partner through referrals or local networking events.

The Consumer Buying Process

The consumer buying process for this service is a B2B journey heavily influenced by trust, reputation, and proven results.

1. Problem Recognition

The process begins when a business owner realizes their current marketing efforts are insufficient.

This could be due to a lack of new inquiries, stagnant sales, or falling behind competitors on social media. The survey data supports this, as 72% of respondents are uncomfortable with DIY marketing, confirming a clear need for external help.

2. Information Search

When searching for a solution, the business owner relies less on a price comparison website and more on personal connections. The survey shows that the primary sources of information are referrals from trusted business owners (36%) and local networking events (27%). They are looking for social proof recommendation from someone they know and trust.

3. Evaluation of Alternatives

As clients evaluate their options, several factors influence their decision. The most critical, by a significant margin, is Proven Results/ROI, as evidenced by 45% of respondents. Businesses want to see tangible evidence of success through case studies and testimonials. They also highly value a Strong Client Relationship and a Local Presence from a provider who understands their community. The alternatives they consider range from freelance marketers and small local agencies to a "do-it-yourself" approach.

4. The Purchase Decision

Ultimately, the business owner chooses Digital Marketing by Bonita based on three key factors. The competitive pricing is a perfect fit, with flexible rates aligning with their budget. The personalized service stands out, as they feel Bonita genuinely understands their unique goals and is not offering a one-size-fits-all package. Most importantly, the decision is sealed by trust.

The company's strong reputation, supported by powerful testimonials and case studies, provides the social proof necessary to move forward with confidence.

5. Post-Purchase Experience: Retention and Referrals

After a client hires the company, satisfaction becomes crucial for both retention and referrals.

Satisfaction is determined by two things: tangible results (like increased website traffic) and the quality of the relationship (clear, open communication). A satisfied client is highly likely to refer the company to other businesses, creating a powerful feedback loop that reinforces the company's reputation as a trusted local expert.

Distribution (Place) Strategy: Digital Marketing by Bonita

The distribution strategy for Digital Marketing by Bonita, an intangible B2B service, is non-physical. It is defined by service accessibility, digital delivery channels, and the strategic reinforcement of the company's local, relationship-based competitive advantage.

1. Necessity of Direct Physical Contact

Conclusion: Direct physical contact is not a requirement for service delivery, but local proximity is a critical factor in client acquisition and relationship building.

- **Service Delivery:** Direct physical contact is unnecessary. The core services (SEO, social media management, content creation, email marketing) are intangible, digital products delivered and managed remotely via online platforms.
- **Client Acquisition:** Local presence is essential for competitive positioning, as 55% of clients prefer local providers. Acquisition relies heavily on Referrals (36%) and Business Networking Events (27%).

- **Relationship Building:** In-person consultation reinforces strong client relationships. Qualitative insights confirm clients desire a genuine partner, emphasizing clear communication and reliability.

1.2 Market Coverage Strategy

Digital Marketing by Bonita will utilize a Selective Distribution strategy. This approach is appropriate because the service requires specialized knowledge and deep, personalized client relationships, making it unsuitable for mass-market availability.

- **Rationale for Selective Distribution:** The strategy targets a specific segment (local, community-focused small to medium-sized businesses). Limited capacity from the sole proprietorship model requires selectivity to ensure high-quality service and strong client relationships.
- **Exclusion of Other Strategies:**
 - Intensive Distribution is inappropriate; it dilutes the brand's premium positioning and exceeds the company's capacity.
 - Exclusive Distribution is too restrictive; the company needs to maximize penetration within its specific regional focus to achieve growth via referrals.

2. Factors for Selecting a Location

Since Digital Marketing by Bonita is a sole proprietorship, the "location" is defined by a low-overhead Strategic Operating Base and a highly professional Digital Location.

A. Strategic Operating Base (Physical Location)

The founder's physical residence acts as the strategic operating base, defining the geographic focus and optimizing the financial model.

- **Local Market Focus:** The base establishes the company's primary local/regional target area, directly leveraging the preference for local providers.
- **Cost Control and Pricing Strategy:** Minimal home office overhead enables competitive pricing, matching the target client budget of \$501 - \$1,000 per month. This executes the company's strength of Low overhead and flexible pricing.
- **Accessibility to Networking:** The base must be within reasonable proximity to local business communities and networking groups, which are the primary sources of client acquisition.

B. Digital Location (Channel of Delivery and Credibility)

The Digital Location is the primary distribution channel for the service itself, requiring maximum optimization for trust and accessibility.

- **Professional Website:** This virtual storefront is the hub for service distribution. It must feature robust Case Studies and Testimonials (45% most persuasive content) to validate the Proven Results/ROI (45% most important factor) clients seek.
- **Targeted Digital Visibility:** The digital location must be optimized for local search, including managing a Google Business Profile and local SEO to capture leads.
- **Client Collaboration Platforms:** Service is distributed via collaboration software (e.g., Slack, project management tools). These ensure clear communication crucial for client retention and driving referrals.

- **Expert Content Distribution:** Company content (blogs, short-form video) serves as a channel for expertise, addressing the challenge of "Keeping up with the latest trends" (45% biggest challenge) and reinforcing the trusted strategic partner role.

Promotional Strategy: Integrated Campaign Approach

Digital Marketing by Bonita will utilize a focused Integrated Marketing Communications (IMC) framework, employing a dual approach to client acquisition. This strategy prioritizes personal relationship building and expertise demonstration, leveraging the competitive advantages of the sole proprietorship model.

Guiding Promotional Approach

The core strategy is a Push-Focused Integrated Campaign.

- **Primary Push Strategy:** This approach directly markets the service through high-touch, personal methods like referrals and local business networking. This is essential because the market research confirmed these are the primary channels clients use for finding a provider (36% referrals, 27% networking).
- **Secondary Pull Strategy:** This involves creating valuable, expert content to organically attract and "pull" clients in. This targets the client's biggest challenge, keeping up with the latest trends (45%), by establishing Bonita as a knowledgeable authority.

Core Messaging and Appeals

The messaging framework focuses on providing a premium, trustworthy alternative that delivers tangible results, contrasting sharply with the transactional nature of larger or DIY solutions.

- **Scarcity/Exclusivity Appeal:** The message, "We only partner with five new local businesses per quarter. Apply now to secure your dedicated strategic partnership," transforms the company's limitation (sole proprietorship capacity) into a desirable, exclusive offering, reinforcing the Tailored Solution competitive advantage.
- **Snob/Status Appeal:** The message, "Don't just compete with the big guys. Out-strategize them. Get the personalized digital expertise larger agencies reserve for massive budgets," appeals to the client's ambition. This positions Bonita as a savvy, agile choice over large agencies, leveraging the company's Low Overhead and Flexible Pricing strength.
- **Rationale/Contrast Appeal:** The message, "Stop the 'Set it and Forget it' marketing. Get a genuine partner," directly challenges indirect competition like Upwork or DIY efforts. It highlights Bonita's strength in building a Strong Client Relationship and being a Trusted Strategic Partner instead of just a temporary vendor.

Personal Selling: The Acquisition Engine

Personal selling, executed by Bonita, is the most critical element for client acquisition, directly supporting the push strategy.

- **Relationship Initiation:** Actively engage in local Chamber of Commerce and business networking groups to generate leads and cultivate initial trust through conversation.
- **Solution Customization:** Conduct thorough consultations to diagnose the client's specific needs, which is necessary to deliver the company's promise of Tailored Solutions.

- **Expert Education:** Simplify complex digital marketing concepts during consultations to alleviate client anxiety and establish Bonita as a patient, knowledgeable expert who understands their struggles with current trends.
- **Conversion with Proof:** Proposals must heavily feature local case studies and testimonials to satisfy the client's paramount need for Proven Results/ROI.

Advertising and Media Plan

The advertising budget will be used surgically, focusing on localized, high-intent channels.

- **Objective:** Increase qualified website consultation requests from the local target market by 20% over a 3-month campaign.
- **Media Channels and Rationale:**
 - **Google Local Search Ads (PPC):** Targets prospects with high buying intent actively searching for "SEO help for small businesses" or "local social media manager." This is the most efficient use of funds to capture ready-to-buy customers.
 - **Local Social Media Ads:** Used for hyper-local targeting of business owners. Ads will promote free, expert resources to establish authority and engage leads through content.
 - **Local Business Newsletters/Magazines:** Placing ads here reinforces the preference for a local provider (55%) and builds community credibility.



Description of Marketing Communications (Mock-Up)

A key communication piece will be a Short-Form Video Ad (e.g., Instagram Reel/Facebook Video Ad) demonstrating the Contrast Appeal:

- **Visual:** The video quickly contrasts a frustrating, messy scene (a small business owner trying to manage five different marketing platforms at once) with a calm, organized scene (Bonita reviewing a simple, clear analytics dashboard with the client).
- **Text/Audio (Contrast Appeal):** The audio hook will be the main message: "Stop the 'Set it and Forget it' marketing. Get a genuine partner."
- **Text (Status Appeal):** Overlays like "Out-strategize the big guys" will appear.
- **Call-to-Action:** "Book Your Dedicated Partnership Consultation." This visual and messaging align perfectly with the proposed themes and targets the clients' desire for efficiency and proven results.

SHORT-FORM VIDEO AD (INSTAGRAM REEL / FACEBOOK VIDEO AD)

TITLE: "CHAOS TO CLARITY: YOUR DIGITAL MARKETING JOURNEY"

DURATION: 15-20 SECONDS



SCENE 1, OTS SHOT

A small business owner hunched over a laptop. The screen is a chaotic collage of open tabs: Facebook Creator Studio, Instagram, TikTok feed, email marketing platform, etc.



SCENE 2, MEDIUM SHOT

Bonita (friendly, confident, professional) is seated next to the small business owner (now looking relaxed, perhaps sipping coffee). They are both looking at the clear dashboard.



SCENE 3, MEDIUM SHOT

Digital Marketing by Bonita logo appears clearly with website and phone number.



Publicity and Authority Building

Public relations (PR) activities are designed to build local credibility and generate positive, non-paid media buzz.

- **Community Education Workshops:** Host free, practical workshops (e.g., "Mastering Short-Form Video for Your Local Boutique") at local business venues. This directly addresses the market's need to keep up with trends and provides an excellent lead-generation opportunity.

- **Local Thought Leadership:** Write and pitch expert articles to local business publications on topics like local SEO. This generates third-party validation that bolsters the sales process.
- **Strategic Local Partnership:** Offer pro bono digital strategy to a highly visible non-profit. This creates positive local press and a strong, high-profile case study for future sales materials.

Success Metrics and Performance Tracking

The campaign's success will be measured against a clear, results-focused objective using multiple tracking tools.

- **Primary SMART Goal:** Increase the number of qualified consultation requests by 30% over a 3-month promotional period compared to the previous baseline period.

Tracking and Evaluation Tools:

- **Lead Source Analysis (CRM & Google Analytics):** Track all new consultation requests, tagging the source (Referral, Google Ad, Networking). This confirms the success of the overall goal and validates which specific channels are driving the most value.
- **Image Promotion Audit (Networking Survey):** Conduct a simple pre/post-promotion survey at local events asking, "Which local marketer is known for providing proven ROI and clear communication?" The goal is to see a 15% increase in recognition for Digital Marketing by Bonita.
- **Conversion Rate Monitoring:** Track the ratio of initial consultations to signed paying clients. A sustained high conversion rate confirms the messaging is attracting qualified leads who fit the typical \$501–\$1,000 budget.

Pricing Strategy, Competitor Analysis, and Selection

The pricing strategy for Digital Marketing by Bonita is designed to be a competitive advantage, leveraging the inherent low overhead of a sole proprietorship while aligning with client budget expectations and the crucial need to demonstrate strong ROI.

Pricing Strategy & Competitor Review

Pricing Strategy

The firm utilizes a blend of sales-oriented and profit-oriented goals to ensure market viability and sustained profitability.

- **Primary Objective (Sales-Oriented):** Target Market Share. The objective is to achieve a target market share by securing a viable, qualified client base within the local/regional market. The rationale is that the goal is saturation of the accessible local market, not mass volume, due to the company's limited capacity as a sole proprietorship.
- **Secondary Objective (Profit-Oriented):** Maximize Profitability. The objective is to maximize profitability through Flexible Pricing. The low operating overhead allows for flexible pricing tactics and streamlined adjustments, ensuring the company can meet the target client budget of \$501 – \$1,000 per month.

Competitor Evaluation

To set a defensible price, a thorough analysis of four distinct direct competition pricing models is necessary.

Small, Local Agencies (e.g., SocialNicole, Minnesota Social):

- They use Tiered/Formalized Packages, which implies higher, less flexible pricing.
- Bonita's competitive strength is its low overhead and flexible pricing relative to these agencies.

Large/Full-Service Agencies with High Pricing (e.g., Stoney Creek Social Media):

- Full-service team model with noted higher pricing compared to smaller competitors.
- Bonita's competitive strength is using flexible pricing to appeal to the small business segment that finds larger agency rates too expensive.

Freelance Marketers / Online Marketplaces (e.g., Upwork, Fiverr):

- They operate on a Project-Based / Low-Cost model, often competing primarily on price.
- These competitors establish a price floor; Bonita must price above this level to reflect its value as a strategic partner with deep client relationships.
- **"Do-It-Yourself" (DIY) Marketing:**
 - This is a source of indirect competition that poses a threat to client acquisition.

- Bonita's pricing must be justified by clearly solving the client's biggest challenges: being uncomfortable with DIY and struggling to keep up with trends.

Selected Price and Justification

Selected Price:

- A monthly Price Line for service packages ranging from approximately \$500 to \$1,000 per month.

Justification:

- **Meets Client Budget:** The price line fits the \$501 - \$1,000 range, which is the most common monthly budget allocated by small businesses surveyed. (45% of respondents).
- **Value-Based Positioning:** The price is justified by Bonita's role as a personalized, strategic partner offering tailored solutions. This positions the service above low-cost transactional vendors.
- **Demonstrates ROI (Critical Factor):** The price is backed by the client's crucial need for Proven Results/ROI. (45% most important factor).
- **Service Integration:** The most demanded services, Content Creation (73%) and Social Media Management (64%), will anchor the core packages within this competitive price range.

- **Flexible Tactic:** The use of a price line and flexible pricing aligns with the company's core strength of low overhead and streamlined operations.

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