



MARCH 11, 2024



VALIENTE PROJECT

PREPARED FOR
LATINAS ON THE GO

PRESENTED BY
JOSSELIN SOLTERO



MARKETING PLAN

1. 60 minute 1:1 session to understand goals, target audience, current marketing efforts, challenges and answer any questions.
2. SWOT Analysis to assess the business's internal and external factors.
3. Target Audience Analysis: We will define the small business's target audience in detail, including demographics, etc.
4. Brand Analysis: We will evaluate the small business's current branding, including its brand identity, messaging, and positioning and help to define or redefine it.
5. Competitor Analysis: Analyze the small business's competitors to identify strengths, weaknesses, and opportunities.
6. Marketing Objectives: Set specific, measurable, achievable, relevant, and time-bound (SMART) marketing goals aligned with their business objectives.
7. Strategy Development: We will develop a tailored marketing strategy that outlines the tactics and channels to be used to achieve the business's objectives.
8. Social Media Strategy: Develop a detailed social media strategy that includes content themes/pillars, posting schedules, engagement strategies, and advertising recommendations tailored to the small business's target audience and goals.
9. Implementation Plan: We will provide a step-by-step implementation plan outlining the tasks, responsibilities, and timelines for executing the marketing strategy.

Total value of \$1,200



LET'S WORK TOGETHER



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