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## **SMB Marketing Plan**

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**Objective:** Create a cost-effective test of the receptivity of the SMB marketing place to the survey offering before the end of the SOW (Nov. 1, 2005). Drive leads in a cost-effective and expeditious manner to the Zoomerang array of offerings.

### **Target:**

- Small businesses with 10-500 employees
- North America only
- Small business owners and marketers
- Leads will be considered anyone who signs up for the offer

**Tactic:** While we all agree that diversification is important, time pressures will keep us focused on an email campaign. If other tactics are thrown in with a package, we will implement tactics that can be completed within the SOW timeframe only. We should broadcast to a minimum of 10,000 names per list which will allow us to test two lists or two selects within a single list.

**Offer:** Zoomerang Basic account, positioned as free trial not free software

### **Provisos:**

- We have a limited ability to revise the landing page, which may depress response rates
- Our cost per lead target is \$15 each, which is very low. The Entrepreneur.com list may be able to produce leads at that level, depending on the response rate. The offer is very strong so we may be able to reach that target. (10,000 names x .5% = 50 leads/\$1000 = \$20 each). (Industry standard for B2B is .3% - 1%. Because of the strong offer, we may achieve a .5% though we won't know until we test.

**Creative:** I recommend going with a single email, to test creative and messaging, and then re-broadcasting

- Choose one Concept:
  - Customer Loyalty/retention /
  - Marketing Guidance
- We'll need a new visual/photo for the email
- Need to write a new email, leveraging parts of the previous copy for the FTP campaign

**Lists:**

Zoomerang should expect to spend anywhere from \$150-\$500/CPM for email lists.

Entrepreneur.com is a bargain at \$100/CPM and could be a good place to test messaging. (See complete list).

10,000 names = \$1,000 plus any additional select costs and broadcast costs tbd

**Entrepreneur.com**

Entrepreneurs	43,336
Marketing	22,981
Management	19,260
Small Business Owners	11,129
Multilevel Marketing	4,096
Surveys	3,108
Total	103,910

**Lists from my List Vendor**

Base: \$250/CPM; Business size select: \$10/M; Transmission fee \$50/M; \$150/flat HTML set-up fee

10,000 names = \$3,200

**Cost of Initial Test:** \$1,000+ for Entrepreneur.com list  
\$150 for graphics