

Epazz, Inc.



Preliminary Marketing Plan

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Epazz Preliminary Marketing Plan

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Epazz Preliminary Marketing Plan

1. Introduction

A 60-90 day preliminary marketing plan created to introduce Epazz to mainstream and digital media and bring awareness to the, “Shaun Passley Story” to increase revenue and leverage current client relationships.

2. Executive Summary

CURRENT POSITION

“Company revenues for fiscal 2012 totaled \$1,193,217, a tenfold increase compared to when the Company first began publicly trading just a few years ago.¹” A preliminary evaluation of Epazz and its subsidiaries internal strengths and weaknesses and external opportunities and threats serve as the foundation for this preliminary marketing plan.

KEY ISSUES

Epazz has grown and revenues have increased, however, this has happened quietly without publicity or strategic marketing initiatives. There is a lack of brand awareness or significant ground swell in the marketplace, and therefore significant room for market penetration and increased revenue growth. A general web query of Epazz shares little information about the company, its inception, key stakeholders, or clients. Little is known about the founder or management team, there is no effective media, press, or social media presence. The Company's sales continue to grow at record-setting levels; however, there are untapped revenue streams and business relationships, which have not been leveraged. Publicity (traditional and digital), social media, revised web content, and marketing strategy will greatly assist in growing Epazz revenue 2014 and beyond. Without these efforts sales, business evolution, and relationships will reach a plateau and business become stagnant.

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3. Organization Vision, Mission & Values

MISSION

Meet the information needs of institutions and corporations through enhanced communications between key constituents and stakeholders, to reduce costs, and to create sources of additional revenue.

VALUES

People	Brand
Positive	Trustworthy
Professional	Reliable
Pioneering	Progressive

4. Marketing Vision & Mission

MISSION

Support Epazz through strategic publicity and marketing campaigns to ensure a strong media presence through traditional press, SEO, and Social Media. Raise brand awareness and be recognized as a leading Cloud resource provider for business and institutions.

VISION

Create a full scale marketing plan and team, who will become brand immersed in Epazz and its subsidiaries, developing messages and presence through traditional publicity and marketing platforms (print, television, and radio) along with digital branding. Develop smart, creative ways to maximize existing customer relationships and reach new customers through blogs, videos, social media, email sequences, and other content creation. Acquire marketing talent with the skills required to generate hundreds of new quality leads each year through thoughtful marketing strategies in SEM, Social Media, Website Optimization, and Advertising.

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5. Situation Analysis

Unfortunately, not privy to this information, however, sales have been strong with renewed licensing. We can conclude sales will remain steady through 2014.

LEARNINGS FROM LAST YEAR

N/A – Our goal is to prove publicity and marketing initiatives that will give a strong ROI in 2015.

EXTERNAL ENVIROMENTAL ANALYSIS

N/A

Factor	What's Happening	Impact	Term	Options Moving Forward
Social				
Technology	Increased competition in the Cloud market.		5-10 years	Creation of publicity and marketing department
Economic				
Environment				
Political	Coming election			
Legal				
Ethical				

MARKET OVERVIEW

Epazz is in a competitive, fast moving market with a number of strong competitors offering similar products and services. The demand for Cloud software product and development is on the increase.

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CURRENT TARGET MARKETS

Academics	Professionals
- Universities	-Media and Entertainment
	-Healthcare
	-Real Estate
	-Finance

AUDIENCES TO ENGAGE

- Public Relations and Advertising Firms
- Assisted Living Communities and Long-term Care Facilities (Aging American population)
- Commercial Real Estate and Property Managers

EPAZZ TOUCH POINTS

Touch Point	Department	Does it meet their expectation/need?	Competitive Edge
Website	Currently CEO	- Could be clearer on what we do - Easier to find information - Good call to action	- Video Centric
Publicity & Marketing	Does not exist	-Could capture new client leads -Position Epazz as the go to for Cloud Services -Could Position Shaun as the expert which would generate more press and ultimately lead generation	-Communications professional and SEO on site
Client Relationship Management	Darryl	-Can improve, engage, leverage client relationships with this position	-Personal follow up and client visits

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COMPETITION

Understanding the competition and what they're good at will help Epazz develop a better marketing plan and products, which will add more value than our rivals. There may be some information or perhaps a full competitor analysis would be necessary. This is here to show what we could include inside of our preliminary report.

	Who are they?	Brand	Marketing Mix	Potential competitive advantage on us
Now	Name <i>Founded in</i>	Details about their brand	Product Price Placement Promotion	What do they offer which is better than you?
Up and coming				
Dropping Off?				

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INTERNAL ENVIRONMENTAL ANALYSIS

Internal marketing is as important as external, so it's important to consider Epazz internal environments.

Element	Where you are now	Where you want to be	The gaps
Strategy	A top provider of Cloud software products and services. Where do we rank among the competition?	International/US differentiation	Defining vision and capitalizing on strengths.
Structure	-	-	-
Systems	-	-	-
Style	Define corporate culture and narrative	-	-
Staff	No marketing team	Create Marketing Team 90 days Communications Specialist, SEO, and SM	Budget?
Skills	-	-	-
Shared Values	-	-	-

INTERNAL RELATIONSHIPS

Department	Emphasis	Marketing Emphasis	Relationship/Link
Sales	-Increase marketing push and Short term sales- Monthly targets	-Longer term markets	-Product and Service pricing. Marketing provides Darryl/Sales with leads, Leads convert to Sales

GENERAL PRELIMINARY SWOT ANALYSIS

Strengths

- Strong renewal and subscription clients.
- Financially sound.
- Increased revenues with little or no marketing effort.

Weaknesses

- Weak organic presence in media/press and web (digital)

Opportunities

- Build a strong Public Presence via media (press) and Digital Branding via SEO.

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Threats

- Potentially large number of free resources available?
- Strong emergence of competitors.

6. Organization & Marketing Objectives

SHORT TERM (30 – 90 DAYS)

	Objective	Strategy
Organizational 2014 (July 1-30 Over 30 days)	<ol style="list-style-type: none"> 1. Onboard Communications Specialist 2. Onboard SEO/SM Specialist 	<ol style="list-style-type: none"> 1. Create budget, make offer. 2. Talent acquisition and budget for SEO.
Marketing 2014 (July 30-Sept 30 Over 60 days)	<ol style="list-style-type: none"> 1. Website content optimized, blogging, and press releases 2. Media leads and interviews for Shaun. 	<ol style="list-style-type: none"> 1. Communications Specialist creates manages and deploys content. 2. Communications and marketing team develop.
Marketing Mix		
Product	1. Objective	1. Strategy 1 for objective 1
Place	1. Objective	1. Strategy 1 for objective 1
Price	1. Objective	1. Strategy 1 for objective 1
Promotion	1. Objective	1. Strategy 1 for objective 1
People	1. Objective	1. Strategy 1 for objective 1
Physical Evidence	1. Objective	1. Strategy 1 for objective 1
Processes	1. Objective	1. Strategy 1 for objective 1