

Enterprise progec



**ASSIGN
BUSTER**

Introduction Consult2C is a training service providing company led by Colin (police investigator and expert of public services) and Claire (communication and media expert). The company endeavours to endow with services such as to avoid reputational disasters. The training provided to organisational members is based on comprehensive knowledge and skill modules designed by the leaders of Consult2C and the potential issues of organisational reputations are rooted out (Consult 2C | Home). Consult2C has a static website now missing interactive platform and specific targeted customers for its services. It also needs rigorous digital marketing campaign as well.

We are a team of professional marketers skilled in online marketing (social media management, web development / enhancement and search engine optimisation). We will manage the task of online marketing of Consult2C by attracting attention of maximum potential customers through digital channels of communication.

Marketing Plan

The online marketing plan for the company is briefly discussed as follows:

Website Optimisation

The structure of website will be altered and made more attractive whereas images, titles and tags will be researched and added to the website to optimise visit of potential clients via net traffic which will be tracked through rate of click to conversion. More focused marketing message will be delivered through the website as currently targeted organisations / clients are not mentioned on the web and even there is no vision or mission statement available.

Search Engine Optimisation

The algorithm of website will be redefined in order to rank it top in search

engine results. Moreover the website will be advertised on the search engines and pay per click websites. Specific geographic markets are also easily targeted by search engine advertisement so non-targeted clients may be avoided.

Marketing Articles

Few unique articles about the need of training for reputa management, communication in organisation and employees development will be published in online article directories like Wikipedia, ehow. com, etc which will help to exalt online existence of services provided by the company.

Social Media Marketing

This is the most crucial part of the plan that is to be executed right after web optimisation and article publishing so that there is some foundation of online presence of the company. The pages will be designed and managed on Facebook, Twitter and LinkedIn and certain organisations and individuals will be linked and communicated two-way to offer tailored services. Those pages will be updated on daily basis with service offering and press releases and more number of targeted clients will be addressed. This will also help to develop a database of emails of the potential clients.

Crowdsourcing

With the help of social media and interactive website, visitors / potential clients will be asked to give out of box innovative ideas related to the services of the company. It is suggested to ask web visitors to brief about their professional and communicational issues so that the company will have a better idea of designing training modules accordingly.

References

<https://assignbuster.com/enterprise-progec/>

Consult 2C | Home. 2014. Consult 2C | Home. [ONLINE] Available at:

<http://www.consult2c4u.co.uk/home/>. [Accessed 03 November 2014].