

STATE-LEVEL MARKETING PLAN

FL + GA + TN + TX + AR



Localized Marketing Efforts

Beginning in Q1 2019, PLG will disperse a \$500 quarterly budget to each office and/or business line head for targeted marketing efforts. Reporting on your Marketing Plan efforts will be part of your regular Ops Review read-outs with PLG management.

\$500

Your Quarterly Marketing Budget

Each office and/or business line will receive a \$500 quarterly budget totaling \$2,000 annually for targeted, localized marketing spends. These funds can be dispersed for local association dues, client entertainment, dinners, sponsorships, or other marketing efforts.

QUARTERLY BUDGET EQUALING \$2,000 ANNUALLY PER OFFICE



Building your local database

PLG maintains an MBA membership which includes access to the association's member database. Before December 31, you should access the database to search for local clients to build-out your marketing targets.



First Order of Business

Your first spend should be for dues with a local (state-specific) or business line-specific association, group, or other networking and marketing outlet.

Reporting on Your Efforts

Localized marketing efforts will be added to the regular Ops Review read-outs. Beginning with the January 2019 read-out with management, you should be prepared to discuss your efforts, your spend, and anticipated results.

REPORTING

Responsible Spend Suggestions

- Ⓞ Dues for a local association of your choosing
- Ⓞ Sponsor a local charity or networking event visible to clients
- Ⓞ Host an open house or business card exchange in or near the office
- Ⓞ Coordinate client lunches, dinners, or other outings



Need More Ideas?

Reach out if you want to run ideas by PLG Marketing and we'll be happy to brainstorm or support you in any way we can. This is a collaborative effort and we're here to support.

Collateral Marketing Materials

In Q1 we'll be reviewing the types of print marketing materials and give-away swag/promo items to have on hand in support of your outreach efforts.

QUESTIONS? LOOP US IN AT MARKETING@PADGETTLAW.NET